

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 23, 1980

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	29.2	22,280
2	60 MINUTES	28.4	21,670
3	DUKES OF HAZZARD	27.8	21,210
4	REAL PEOPLE	26.8	20,450
5	M*A*S*H	26.4	20,140
6	THREE'S COMPANY	24.6	18,770
7	THAT'S INCREDIBLE	24.5	18,690
8	ALICE	24.4	18,620
9	DIFF'RENT STROKES	24.2	18,460
10	CHIPS#	24.1	18,390
11	HOUSE CALLS	23.4	17,850
12	ONE DAY AT A TIME	23.3	17,780
13	ARCHIE BUNKER'S PLACE	22.9	17,470
14	BIG EVENT	22.8	17,400
15	LOU GRANT	21.8	16,630

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DUKES OF HAZZARD	20.7	42,900
2	THAT'S INCREDIBLE	19.6	40,450
3	CHIPS#	19.4	40,210
4	DALLAS	19.2	39,680
5	60 MINUTES	18.8	38,920
6	REAL PEOPLE	18.7	38,780
7	CHIPS#	18.2	37,670
8	DIFF'RENT STROKES	17.5	36,230
9	M*A*S*H	17.5	36,210
10	BIG EVENT	17.0	35,070
11	ALICE	16.6	34,310
12	THREE'S COMPANY	16.5	34,220
13	ONE DAY AT A TIME	15.7	32,380
14	FACTS OF LIFE(S)	15.4	31,920
15	B.J. AND THE BEAR#	15.2	31,500
16	HOUSE CALLS	15.1	31,240

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	24.3	19,500
2	60 MINUTES	23.3	18,660
3	ALICE	21.6	17,320
4	REAL PEOPLE	21.0	16,800
5	DUKES OF HAZZARD	20.3	16,250
6	ONE DAY AT A TIME	19.9	15,970
7	M*A*S*H	19.6	15,670
8	DIFF'RENT STROKES	19.1	15,290
9	ARCHIE BUNKER'S PLACE	18.5	14,860
10	THREE'S COMPANY	18.5	14,810
11	PALMERSTOWN, U.S.A.#	18.3	14,650
12	HOUSE CALLS	18.1	14,490
13	FACTS OF LIFE(S)	17.8	14,290
14	JEFFERSONS#	17.8	14,240
15	AFI SALTUES J. STEWART(S)	17.7	14,150
16	THAT'S INCREDIBLE	17.6	14,130
17	LITTLE HOUSE-PRAIRIE	17.5	14,040

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	24.9	17,930
2	DUKES OF HAZZARD	19.3	13,900
3	DALLAS	18.7	13,450
4	REAL PEOPLE	18.6	13,430
5	M*A*S*H	18.1	13,030
6	THAT'S INCREDIBLE	18.0	12,950
7	ARCHIE BUNKER'S PLACE	17.4	12,560
8	BIG EVENT	17.3	12,440
9	ABC SUNDAY NIGHT MOVIE	17.0	12,280
10	ALICE	17.0	12,230
11	ONE DAY AT A TIME	16.9	12,160
12	CHIPS#	16.6	12,000
13	DIFF'RENT STROKES	16.3	11,760
14	CHIPS#	16.0	11,560
15	THREE'S COMPANY	15.9	11,460

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 23, 1980

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	22.8	11,370
2	M*A*S*H	20.4	10,180
3	CHIPS#	20.0	10,000
4	BIG EVENT	20.0	9,990
5	DUKES OF HAZZARD	19.3	9,630
5	THREE'S COMPANY	19.3	9,630
7	HOUSE CALLS	18.5	9,240
8	THAT'S INCREDIBLE	18.2	9,080
9	LOU GRANT	17.6	8,800
10	REAL PEOPLE	17.6	8,770
11	DIFF'RENT STROKES	17.5	8,740
12	BENSON	16.8	8,380
13	CHIPS#	16.8	8,370
14	QUINCY, M.E.	16.7	8,350
15	HART TO HART	16.5	8,210

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	35.8	8,710
2	ALICE	32.6	7,930
3	ONE DAY AT A TIME	30.9	7,520
4	ARCHIE BUNKER'S PLACE	30.7	7,460
5	AFI SALTUES J. STEWART(S)	30.6	7,430
6	PALMERSTOWN, U.S.A.#	27.4	6,660
7	DALLAS	27.3	6,640
8	JEFFERSONS#	26.8	6,510
9	REAL PEOPLE	26.5	6,440
10	WALTONS#	25.7	6,250
11	LITTLE HOUSE-PRAIRIE	23.3	5,660
12	STARMAKERS:BOB HOPE SPCL(S)	22.6	5,500
13	DIFF'RENT STROKES	22.3	5,430
14	FACTS OF LIFE(S)	22.2	5,390
15	DUKES OF HAZZARD	21.8	5,290
16	TRAPPER JOHN, M.D.#	21.0	5,100
17	CBS EVENING NEWS-CRONKITE	20.9	5,090
18	BIG SHOW	20.8	5,060

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BIG EVENT	19.2	9,130
2	ABC SUNDAY NIGHT MOVIE	18.9	8,960
3	60 MINUTES	18.6	8,850
4	CHIPS#	18.2	8,630
5	DUKES OF HAZZARD	18.1	8,600
6	M*A*S*H	17.9	8,520
7	THAT'S INCREDIBLE	17.3	8,220
8	DALLAS	16.9	8,040
9	THREE'S COMPANY	16.7	7,920
10	REAL PEOPLE	15.8	7,520
11	CHIPS#	15.7	7,450
12	DIFF'RENT STROKES	15.6	7,410
13	TENSPEED AND BROWN SHOE	15.5	7,350
14	VEGA\$	15.0	7,130
15	TAXI	14.9	7,090

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	37.6	7,190
2	ARCHIE BUNKER'S PLACE	31.6	6,040
3	ONE DAY AT A TIME	29.8	5,690
4	ALICE	28.3	5,420
5	AFI SALTUES J. STEWART(S)	26.2	5,000
6	WALTONS#	23.9	4,570
7	REAL PEOPLE	23.8	4,550
8	PALMERSTOWN, U.S.A.#	22.5	4,300
9	DALLAS	22.3	4,270
10	DUKES OF HAZZARD	22.2	4,250
11	BIG SHOW	20.9	4,000
12	JEFFERSONS#	20.9	3,990
13	LITTLE HOUSE-PRAIRIE	20.3	3,890
13	TIM CONWAY SHOW#	20.3	3,890
15	BARNABY JONES#	20.0	3,820
16	CBS EVENING NEWS-DEAN#	19.9	3,800

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11				
															TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+					
EVENING CONT'D																															
BARNEY MILLER						21	186	190	A	20.1	30	1534	1664	664	245	742	333	488	385	95	216	564	254	374	329	82	152	169	87	189	138
THU. 9.00P 30 ABC CS						95	98	B	21.2	33	1618	1780	698	286	771	333	505	433	96	210	613	271	404	352	89	168	194	102	202	149	
BENSON						23	191	190	A	21.3	32	1625	1807	716	264	797	378	517	401	95	247	508	212	329	279	54^148	199	114	303	225	
THU. 8.30P 30 ABC CS						96	97	B	21.1	33	1610	1931	724	296	804	340	529	446	101	219	595	245	384	338	77	164	216	120	316	222	
BEST-SATURDAY NIGHT LIVE						2	172	178	A	10.1	17	771	1783	598	256	680	332	505	433	68^113^	617	359	469	410	61^109^	267	52^	219	210	219	210
1 FRI. 10.34P 60 NBC GV						91	92	B	10.1	17	771	1783	598	256	680	332	505	433	68	113	617	359	469	410	61	109	267	52	219	210	
2 FRI. 10.00P 60																															
10.00 - 10.30									A	10.4	17	794	1695	557	276^	637	336	517	413	73^v	95^	678	388	517	420	90^110^	204^	31^v	176^	159^	
10.30 - 11.00									A	10.0	16	763	1799	624	261	711	344	515	462	72^119^	604	367	464	416	63^111^	272	47^	212	201		
11.00 - 11.30									A	9.9	18	755	1820	582	234^	661	312^	475	393	53^v	111^	564	311^	431	397	27^v	89^	315^	73^v	280^	280^
BEYOND WESTWORLD						3	183	183	A	10.6	16	809	1805	588	255	653	234	386	366	96^197	603	218	388	327	96^186	223	84^	326	238		
WED. 8.00P 60 CBS SF						98	98	B	11.2	17	855	1885	593	268	674	243	401	381	102	192	672	278	434	383	100	187	244	114	295	201	
8.00 - 8.30									A	10.5	16	801	1793	593	249	655	239	373	358	97^207	596	223	391	314	95^185	213	81^	329	227		
8.30 - 9.00									A	10.7	16	816	1804	588	256	648	228	395	375	90^186	607	213	383	339	97^186	227	85^	322	248		
BIG EVENT						23	203	202	A	22.8	35	1740	2016	678	252	750	392	575	467	63^125	713	357	524	419	99	139	295	125	258	187	
SUN. 9.00P 120 NBC FV						98	99	B	19.7	29	1503	2071	743	303	831	352	551	477	109	213	781	331	526	458	106	193	205	85	254	182	
9.00 - 9.30									A	21.3	31	1625	2194	714	278	788	410	590	485	75^145	740	380	536	441	98	149	309	121	357	256	
9.30 - 10.00									A	23.6	35	1801	2083	699	272	777	402	595	485	69	130	721	363	527	420	102	146	302	128	283	206
10.00 - 10.30									A	23.5	36	1793	1932	656	239	726	373	560	456	58^119	709	351	525	422	94	131	287	130	210	156	
10.30 - 11.00									A	22.9	37	1747	1850	639	217	706	373	545	444	51^114	690	337	507	400	102	133	275	123	179	135	

BIG SHOW							3	201	199		A 19.8	30	1511	1752	720	239	811	264	417	376	144	335	622	172	320	291	139	265	141	62^	178	136
TUE.	9.00P	90	NBC	GV			99	98			B 20.9	32	1595	1752	701	253	809	278	443	390	144	314	648	201	354	321	121	254	143	57	152	115
	9.00 - 9.30										A 18.7	28	1427	1751	725	244	809	270	412	357	131	336	612	155	309	284	137	264	120	58^	210	143
	9.30 - 10.00										A 20.7	31	1579	1812	724	243	821	276	428	387	147	339	634	172	326	304	145	270	158	69^	199	155
	10.00 - 10.30										A 20.1	32	1534	1686	715	234	804	248	415	384	150	329	615	183	322	278	134	260	141	58^	126	109
BUCK ROGERS-25TH CENTURY							23	177	196		A 15.0	23	1145	2094	615	254	645	289	456	389	57^	141	691	314	513	452	75^	124	248	74^	510	328
THU.	8.00P	60	NBC	SF			93	98			B 16.5	26	1259	2145	594	249	663	322	494	405	58	129	708	347	545	461	60	114	288	84	486	345
	8.00 - 8.30										A 14.4	22	1099	2076	616	256	646	272	440	380	64^	156	677	297	494	436	83^	133	251	71^	502	323
	8.30 - 9.00										A 15.7	24	1198	2088	607	246	637	302	465	392	50^	126	695	325	522	463	67^	113	243	76^	513	331
CBS EVENING NEWS-CRONKITE							120	194	195		A 15.2	27	1160	1532	700	219	781	147	248	300	176	438	622	139	271	285	147	308	67	30^	62	42^
M-F	6.30P	30	CBS	N			99	99			B 15.7	28	1198	1605	704	216	778	159	290	313	166	415	638	147	280	297	133	300	88	36	101	64
CBS EVENING NEWS-DEAN(B)							108				A 6.1	11	465	1619	786	241^	831	88^	324^	371^	215^	460^	688	102^	243^	275^	211^	398^	100^	44^	LT	LT
1 SUN.	6.30P	30	CBS	N			57																									
CBS EVENING NEWS-DEAN							13	150			A 10.4	20	794	1829	813	203^	852	130^	227^	336	201^	499	827	200^	282^	238^	230^	477	48^	48^	102^	76^
2 SUN.	6.30P	30	CBS	N			86				B 9.6	17	732	1670	703	223	768	147	311	329	164	389	717	177	339	325	146	318	89	37	96	58
CBS SAT. NEWS-SCHIEFFER							23	146	147		A 10.7	22	816	1472	676	180	751	156	265	299	175	422	619	113^	228	259	167	346	61^	28^	41^	14^
SAT.	6.30P	30	CBS	N			84	84			B 11.0	22	839	1624	704	237	778	159	320	323	153	403	653	145	292	315	135	299	80	44	113	76
CBS TUESDAY NIGHT MOVIES							1	180			A 15.5	25	1183	1806	636	277	681	258	435	401	103^	191^	800	340	545	477	78^	188^	199^	87^	126^	90^
2 TUE.	9.00P	120	CBS	FF			93				B 15.5	25	1183	1806	636	277	681	258	435	401	103	191	800	340	545	477	78	188	199	87	126	90
	9.00 - 9.30										A 15.0	23	1145	1964	692	321	752	271	447	430	120^	246	784	324	493	412	101^	238	234	107^	194^	117^
	9.30 - 10.00										A 16.0	25	1221	1885	671	301	720	288	456	409	104^	202	771	350	535	445	77^	189^	212	95^	182^	118^
	10.00 - 10.30										A 15.7	26	1198	1749	620	259	650	248	432	390	103^	171^	830	355	587	525	72^	166^	194^	90^	75^	75^
	10.30 - 11.00										A 15.4	27	1175	1612	557	226	593	222	403	364	90^	150^	813	324	565	525	65^	160^	155^	57^	51^	51^
CBS WEDNESDAY NIGHT MOVIE							13	188	176		A 15.3	24	1167	1616	738	274	803	273	498	470	123	244	556	220	374	337	84^	144	149	65^	108	84^
CONT'D																																

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
CBS WEDNESDAY NIGH-CONT'D																																	
WED. 9.00P 120 CBS FF 98 96														B 17.0 27 1297	1681	773	292	849	281	501	469	141	281	619	216	377	350	99	188	126	66	87	65
9.00 - 9.30														A 13.8 21 1053	1624	724	257	800	261	479	456	125	253	531	211	361	322	86	141	160	69	133	87
9.30 - 10.00														A 14.8 23 1129	1640	745	284	821	282	511	474	123	250	555	219	368	330	90	151	145	63	119	91
10.00 - 10.30														A 16.6 27 1267	1583	728	263	780	272	489	468	117	231	558	220	375	347	79	139	139	64	106	90
10.30 - 11.00														A 16.2 27 1236	1593	739	280	796	267	497	465	129	244	573	227	390	346	83	145	148	63	76	66
CHARLIE'S ANGELS 23 195														A 19.1 30 1457	1810	693	294	783	333	490	405	107	237	673	264	376	331	87	237	188	122	166	110
1 WED. 9.00P 60 ABC PD 99														B 22.2 34 1694	1836	716	288	809	325	503	424	110	238	600	229	352	296	101	196	205	122	222	163
9.00 - 9.30														A 18.1 28 1381	1819	700	299	799	353	510	415	102	229	659	261	366	322	84	233	187	131	174	120
9.30 - 10.00														A 20.2 31 1541	1782	684	286	765	312	471	392	113	243	677	265	381	333	91	241	184	109	156	99
CHIPS 1 212														A 24.1 37 1839	2187	680	286	757	311	545	462	94	186	652	296	468	422	63	118	223	88	555	323
2 SUN. 8.00P 60 NBC OP 99														B 24.1 37 1839	2187	680	286	757	311	545	462	94	186	652	296	468	422	63	118	223	88	555	323
8.00 - 8.30														A 22.9 36 1747	2190	670	287	751	307	543	462	99	184	642	292	460	420	60	112	217	86	580	346
8.30 - 9.00														A 25.4 38 1938	2169	684	285	755	313	541	458	89	186	657	297	475	421	67	121	226	89	531	303
CHIPS 24 204														A 21.6 39 1648	2286	718	288	796	309	508	445	80	236	702	293	451	414	87	199	329	135	459	260
1 SAT. 8.00P 60 NBC OP 98														B 21.9 38 1671	2165	723	288	818	309	504	429	104	249	678	247	420	374	100	202	228	96	441	285
8.00 - 8.30														A 20.3 37 1549	2258	727	312	809	294	499	454	81	249	689	283	436	404	84	199	311	129	449	257
8.30 - 9.00														A 22.9 40 1747	2305	707	265	781	320	514	438	80	225	710	302	464	417	90	198	344	141	470	265
CHISHOLMS 9 170														A 11.9 21 908	1793	737	214	793	180	287	328	147	384	712	176	319	305	143	333	127	97	161	68
1 SAT. 8.00P 60 CBS GD 95														B 13.1 22 1000	1873	808	248	876	208	406	401	187	389	734	172	346	340	160	319	97	42	166	106
8.00 - 8.30														A 12.0 22 916	1825	734	192	790	182	272	305	159	398	746	182	345	334	151	339	123	92	166	69
8.30 - 9.00														A 11.8 21 900	1749	742	231	796	175	305	349	135	371	672	165	291	278	135	324	126	98	155	64
DALLAS 23 187 196														A 29.2 49 2228	1781	798	263	876	324	511	434	136	299	604	218	362	323	108	192	166	109	135	106
1 FRI. 10.38P 60 CBS GD 98 99														B 25.6 43 1953	1824	825	294	912	342	539	467	136	301	580	210	348	317	95	183	143	83	189	144
2 FRI. 10.00P 60														A 32.1 51 2449	1791	797	297	875	320	517	424	144	317	628	224	394	348	104	191	134	85	154	128
10.00 - 10.30														A 30.2 50 2304	1774	788	269	862	325	509	429	136	294	606	230	370	327	108	189	166	105	140	109
10.30 - 11.00														A 25.9 46 1976	1780	824	214	901	319	502	457	132	292	572	194	312	285	116	198	201	146	106	76
11.00 - 11.30														A 24.2 37 1846	1963	747	288	828	316	473	381	143	294	638	249	403	364	100	188	201	87	296	206
DIFFRENT STROKES 19 202 197														B 20.9 31 1595	1836	719	263	797	264	453	389	120	287	602	233	377	334	94	185	191	76	246	181
WED. 9.00P 30 NBC CS 98 97														A 16.5 26 1259	2262	660	210	735	346	538	405	84	174	651	289	484	402	75	136	259	109	617	386
DISNEY'S WONDERFUL WORLD 24 208 207														B 17.8 28 1358	2418	704	267	798	363	547	445	95	203	718	307	505	433	84	159	247	104	655	427
1 SUN. 7.00P 120 NBC FV 98 98														A 13.9 23 1061	2294	659	217	752	323	523	404	91	208	615	264	443	362	76	143	242	97	685	396
2 SUN. 7.00P 60														A 16.2 25 1236	2284	661	221	744	340	541	423	96	180	610	251	439	363	78	142	259	124	671	413
7.00 - 7.30														A 19.3 29 1473	2201	641	185	899	352	528	385	71	145	702	330	544	462	70	123	261	111	539	369
7.30 - 8.00														A 19.7 29 1503	2216	664	204	722	379	558	394	67	144	723	355	563	461	73	129	271	96	500	345
8.00 - 8.30														A 27.8 44 2121	2023	694	220	766	303	455	397	107	248	655	228	404	366	117	200	224	112	378	252
8.30 - 9.00														B 24.1 39 1839	2114	683	238	759	279	461	404	110	239	654	216	404	370	110	195	220	100	481	331
DUKES OF HAZZARD 25 187 194														A 28.1 45 2144	2071	665	218	758	319	450	379	95	256	652	207	414	364	106	199	210	116	451	271
1 FRI. 9.38P 60 CBS CS 98 99														A 26.7 42 2037	2035	694	219	771	305	460	393	108	254	666	220	411	370	120	208	202	98	396	276
2 FRI. 9.00P 60														A 29.0 46 2213	1972	706	216	753	280	436	402	121	237	643	258	397	361	124	189	259	123	317	224
9.00 - 9.30														A 20.2 31 1541	1877	714	243	815	353	527	409	106	243	488	227	321	259	65	139	192	115	382	247
9.30 - 10.00														B 23.6 37 1801	1940	729	275	836	339	524	425	105	254	479	184	291	244	74	150	230	146	395	269
10.00 - 10.30																																	
EIGHT IS ENOUGH 23 202 197																																	
WED. 8.00P 60 ABC CS 98 98																																	
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
						WK 1	WK 2	K E Y	AVG. AUD. %			AVG. SHARE %	(0,000)	18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54			55-64	55+				
EVENING CONT'D																													
HAWAII FIVE-O 3 173										A 14.9 25 1137	1720	694	275	779	208^	423	386	124^	320	666	138^	303	329	153^	299	131^	56^	144^	89^
2 SAT. 9.00P 60 CBS OP 93										B 13.6 22 1038	1852	748	272	863	214	437	419	146	354	702	159	335	341	156	306	136	49	151	94
9.00 - 9.30										A 14.5 24 1106	1740	704	270	793	205^	409	383	132^	346	656	128^	301	339	148^	284	144^	67^	147^	90^
9.30 - 10.00										A 15.3 25 1167	1695	682	279	762	210	433	384	116^	295	673	146^	302	319	156^	312	120^	45^	140^	89^
HELLO, LARRY 13 191										A 18.7 29 1427	1755	737	280	821	337	505	397	166^	261	604	199	353	361	107^	195	190	48^	140^	98^
2 WED. 9.30P 30 NBC CS 96										B 17.4 27 1328	1735	703	270	788	290	469	396	123	260	581	249	373	321	87	170	181	66	185	138
HERE'S BOOMER 2 187 193										A 16.4 28 1251	2051	783	199	861	227	410	379	125	394	562	158	254	281	86	242	161	85^	467	311
FRI. 8.00P 30 NBC GD 96 98										B 16.4 28 1251	2051	783	199	861	227	410	379	125	394	562	158	254	281	86	242	161	85	467	311
HOUSE CALLS 12 190 182										A 23.4 35 1785	1750	740	271	812	319	518	478	95	208	609	232	386	367	98	165	195	70	134	106
MON. 9.30P 30 CBS CS 99 97										B 22.7 34 1732	1717	751	291	822	314	499	457	118	245	584	230	369	334	91	166	162	78	149	116
INCREDIBLE HULK 22 176 190										A 19.1 32 1457	2055	641	228	743	302	470	415	103	201	705	253	446	434	125	195	186	79^	421	254
FRI. 8.00P 60 CBS SF 97 98										B 18.8 31 1434	2094	680	261	771	304	480	404	103	231	666	243	415	384	102	190	182	82	475	286
8.00 - 8.30										A 17.1 29 1305	2044	643	226	744	307	472	415	102	200	708	250	436	425	127	205	184	72^	408	259
8.30 - 9.00										A 21.1 35 1610	2056	638	229	742	298	473	418	100	197	703	257	454	438	123	187	184	81	427	250
JEFFERSONS 21 196										A 20.7 31 1579	1744	814	229	902	244	403	406	189	412	585	131^	311	302	136^	253	134^	84^	123^	80^
2 SUN. 9.30P 30 CBS CS 99										B 24.3 36 1854	1825	811	291	894	252	445	412	161	376	621	172	316	290	130	256	150	81	160	114
KNOTS LANDING 10 191 194										A 18.4 30 1404	1699	812	294	911	301	505	449	149	321	572	219	317	307	111	197	138	65^	78^	69^
THU. 10.00P 60 CBS GD 99 99										B 19.7 32 1503	1736	833	279	925	333	540	469	144	309	583	203	321	286	103	210	136	77	92	67
10.00 - 10.30										A 18.3 29 1396	1733	814	293	914	312	517	455	146	311	594	225	329	319	114	204	142	66^	83^	74^
10.30 - 11.00										A 18.4 31 1404	1663	812	293	910	289	494	440	153	335	552	213	306	296	107	190	130	62^	71^	63^
LAST RESORT 11 184 182										A 14.9 22 1137	1708	661	236	751	300	452	399	84^	207	531	231	352	292	66^	148	187	71^	239	172
MON. 8.30P 30 CBS CS 98 97										B 17.1 25 1305	1818	659	276	726	284	457	421	86	188	600	236	404	362	80	145	218	82	274	203
LAVERNE & SHIRLEY 4 205 206										A 19.2 29 1465	1905	674	285	781	373	550	427	91	185	527	230	343	271	61^	144	216	138	381	260
TUE. 8.30P 30 ABC CS 98 96										B 20.6 31 1572	1930	697	252	786	380	542	429	92	193	531	224	357	302	57	135	197	122	416	281
LITTLE HOUSE-PRAIRIE 24 217 216										A 20.2 30 1541	1946	787	284	910	338	478	378	161	367	561	187	282	240	101	253	145	106	330	186
MON. 8.00P 60 NBC GD 99 99										B 24.1 35 1839	1961	812	252	921	290	465	421	155	386	559	181	285	261	104	229	140	85	341	225
8.00 - 8.30										A 19.5 29 1488	1899	755	273	883	319	453	367	152	365	552	178	269	236	100	254	132	94	332	188
8.30 - 9.00										A 21.0 31 1602	1974	814	293	932	355	501	385	167	367	561	192	292	243	101	247	152	113	329	183
LOU GRANT 22 191 185										A 21.8 37 1663	1581	769	266	817	335	529	466	108	206	580	253	368	329	98	164	137	50^	47^	28^
MON. 10.00P 60 CBS GD 99 97										B 19.8 32 1511	1604	766	292	847	332	531	480	112	240	586	246	369	315	90	167	119	58	52	36
10.00 - 10.30										A 22.0 36 1679	1591	765	271	815	339	533	467	103	200	578	259	376	339	92	158	140	51^	58^	38^
10.30 - 11.00										A 21.6 38 1648	1565	776	259	822	332	526	465	111	212	580	246	360	319	102	170	128	46^	35^	17^
LOVE BOAT 25 194 190										A 19.0 32 1450	1981	764	241	888	331	527	460	105	311	587	224	367	327	68^	185	192	119	314	211
1 SAT. 9.00P 60 ABC CS 97 96										B 21.4 36 1633	1896	767	287	867	311	493	432	125	311	578	216	343	311	86	192	173	112	278	214
2 SAT. 8.00P 120										A 15.2 26 1160	1871	673	170^	836	275	436	365	105^	372	576	243	351	297	58^	195^	164^	109^	295	200^
8.00 - 8.30										A 16.4 27 1251	1871	723	171^	883	290	477	401	106^	353	584	249	359	298	56^	193	141^	90^	263	172^
8.30 - 9.00										A 20.3 34 1549	2020	775	259	882	337	537	475	103	292	586	212	368	339	73^	184	203	124	349	236
9.00 - 9.30										A 21.1 35 1610	2003	789	269	899	354	563	497	108	284	587	214	371	335	70^	176	215	129	302	206
9.30 - 10.00										A 26.4 39 2014	1798	704	261	778	316	507	450	86	201	647	262	422	372	99	176	190	69	183	142
M*A*S*H MON. 9.00P 30 CBS CS 99 97										B 25.7 38 1961	1853	724	287	804	334	513	448	102	226	600	248	391	347	85	163	205	93	244	177
ME AND MAXX 1 188										A 14.8 24 1129	1821	695	316	778	297	479	413	137^	244	644	242	413	369	124^	193^	135^	82^	264	169^
2 SAT. 9.30P 30 NBC CS 96										B 14.8 24 1129	1821	695	316	778	297	479	413	137	244	644	242	413	369	124	193	135	82	264	169

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KEY: A CURRENT REPORT B SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
HOUSEHOLD AUDIENCES										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
TOTAL LADY WORK-ING PERSONS OF HOUSE WOM.										TOTAL					TOTAL					TOTAL FEM.		TOTAL 6-11					
TOTAL										TOTAL					TOTAL					TOTAL FEM.		TOTAL 6-11					
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M-F	6.30P	30	NBC	N			98 99			B	13.9 25 1061	1691	743 225	822 196	338 312	167 419	668 164	294 287	119 320	78 41	123 74							
NEVER SAY NEVER(S)							168			A	10.8 20 824	1595	578 221^	653 136^	318 378	134^216^	698 210^	325 298	174^287^	139^ 91^	105^ 76^							
1 SAT.	10.30P	30	CBS	CS			95			B	15.5 24 1183	1925	709 260	797 277	449 398	129 281	603 202	345 318	100 202	187 87	338 217							
NEWSBREAK-M-F							129 159 165			A	14.6 22 1114	1873	679 242	768 277	434 388	116 255	612 214	363 323	112 207	184 85	309 209							
1 MTHF	8.58P	1	CBS	N			91 90			B	15.5 24 1183	1925	709 260	797 277	449 398	129 281	603 202	345 318	100 202	187 87	338 217							
1 TUE.	8.59P	1																										
WED.	8.57P	2																										
2 MTUF	8.58P	1																										
2 THU.	8.51P	1																										
NEWSBREAK-SAT.							26 153 154			A	13.8 23 1053	1824	765 255	811 217	406 414	161 341	658 122	275 323	137 306	149 94^	206 96^							
SAT.	8.58P	1	CBS	N			92 91			B	12.3 21 938	1965	705 271	790 261	446 397	149 281	694 217	405 367	122 228	167 81	314 192							
NEWSBREAK-SUN.							26 168 172			A	20.8 30 1587	1805	820 276	907 218	377 379	177 444	679 179	311 282	171 323	115 75^	104 90							
SUN.	8.58P	1	CBS	N			94 94			B	23.1 34 1763	1851	769 296	857 233	414 398	154 367	664 185	340 320	129 266	145 75	185 127							
ONE DAY AT A TIME							22 195 194			A	23.3 34 1778	1821	807 276	898 239	385 383	162 422	683 193	315 291	170 321	124 82	116 92							
SUN.	8.30P	30	CBS	CS			99 99			B	23.5 34 1793	1844	773 287	856 227	391 374	164 388	651 177	321 302	133 275	142 78	195 138							
ONE IN A MILLION							7 179			A	11.1 20 847	2053	856 196^	942 312	552 478	150^339	602 191^	339 358	98^197^	169^ 89^	340 231^							
1 SAT.	8.00P	30	ABC	CS			94			B	13.6 23 1038	1934	777 251	845 257	470 431	120 306	605 201	346 313	106 207	150 82	334 220							
PALMERSTOWN, U.S.A.							1 190			A	21.7 33 1656	1824	791 274	885 227	392 389	169 401	622 177	306 301	131^261	148 64^	169 98^							
2 THU.	8.00P	120	CBS	GD			96			B	21.7 33 1656	1824	791 274	885 227	392 389	169 401	622 177	306 301	131 261	148 64	169 98							
	8.00 - 8.30									A	20.5 32 1564	1837	780 260	884 201	366 373	160 423	623 191	313 311	125^255	143^ 70^	187 84^							
	8.30 - 9.00									A	21.7 33 1656	1818	767 254	878 220	386 367	164 398	604 173	311 302	120^244	155 71^	181 94^							
	9.00 - 9.30									A	22.2 33 1694	1806	809 287	892 233	399 397	181 408	625 170	302 291	141^267	125^ 49^	164 111^							
	9.30 - 10.00									A	22.5 33 1717	1817	799 292	876 243	410 407	172 380	632 174	302 300	138^270	162 68^	147 101^							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
															WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	WOMEN					MEN
18- 34	18- 49	25- 54	55- 64	55+	18- 34	18- 49	25- 54	55- 64	55+																										
EVENING CONT'D																																			
PINK LADY										2	173	179	A	11.6	18	885	1843	663	184	779	260	426	372	125	276	653	262	373	330	79	238	198	67	213	193
1 FRI. 9.34P 60 NBC GV										93	93	B	11.6	18	885	1843	663	184	779	260	426	372	125	276	653	262	373	330	79	238	198	67	213	193	
2 FRI. 9.00P 60																																			
9.00 - 9.30													A	11.8	19	900	1893	610	195	714	237	415	335	153	237	666	236	376	326	108	244	260	80	253	208
9.30 - 10.00													A	12.0	19	916	1833	645	177	748	237	403	350	114	279	665	267	374	333	76	244	193	70	227	207
10.00 - 10.30													A	11.0	17	839	1745	737	174	890	316	471	438	123	320	582	254	340	312	52	209	137	46	136	136
PLUTONIUM INCIDENT(S)												183	A	14.2	22	1083	1573	648	298	733	273	519	472	124	178	640	206	382	352	137	226	79	56	121	88
1 TUE. 9.00P 120 CBS GD										97																									
9.00 - 9.30													A	13.4	20	1022	1585	599	282	679	224	465	444	138	189	639	192	384	342	147	228	66	46	201	139
9.30 - 10.00													A	13.5	20	1030	1535	642	295	726	256	525	482	121	170	632	190	371	372	135	224	70	45	107	75
10.00 - 10.30													A	14.2	22	1083	1589	673	303	761	299	552	500	113	162	636	207	382	355	125	219	91	67	101	79
10.30 - 11.00													A	15.6	26	1190	1589	680	313	769	313	534	461	128	192	658	234	397	353	134	232	83	61	79	61
PRIME TIME SATURDAY										11	182	178	A	11.9	21	908	1769	758	237	817	269	492	442	108	285	789	322	524	449	110	214	87	59	76	58
SAT. 10.00P 60 NBC DN										94	93	B	11.6	20	885	1730	698	253	768	218	405	376	135	309	725	216	420	397	121	249	115	47	122	91	
10.00 - 10.30													A	12.5	22	954	1782	742	237	808	271	485	431	105	282	800	332	533	446	114	217	85	59	89	67
10.30 - 11.00													A	11.3	21	862	1748	775	235	830	269	498	455	110	290	773	311	510	451	105	210	83	55	62	48
QUINCY, M.E.										20	173	196	A	17.9	27	1366	1905	818	260	865	366	611	522	76	191	703	236	466	419	95	185	117	56	220	148
THU. 9.00P 60 NBC OP										93	97	B	18.6	29	1419	1865	780	289	865	362	595	511	95	207	640	252	423	380	86	165	167	77	193	145	
9.00 - 9.30													A	17.6	26	1343	1895	805	253	844	357	597	510	76	186	703	233	473	428	91	179	112	55	236	157
9.30 - 10.00													A	18.1	27	1381	1919	835	267	887	374	626	536	75	194	702	240	464	412	100	190	123	58	207	142
REAL PEOPLE										26	209	212	A	26.8	41	2045	1896	751	244	821	258	429	397	136	314	658	227	368	372	114	224	158	55	259	168
WED. 8.00P 60 NBC U										99	99	B	21.9	34	1671	1947	743	275	818	259	448	407	122	294	711	248	425	395	115	230	179	59	239	167	
8.00 - 8.30													A	25.9	40	1976	1899	757	238	823	245	416	393	141	327	651	218	357	362	118	226	148	57	277	182
8.30 - 9.00													A	27.7	42	2114	1887	747	249	819	268	438	398	133	304	660	234	375	379	110	219	165	53	243	156
ROCKFORD FILES										3	172	194	A	14.7	24	1122	1704	737	259	790	347	555	487	94	186	687	235	467	376	108	200	134	64	93	56
THU. 10.00P 60 NBC PD										92	97	B	14.3	24	1091	1691	744	297	817	350	573	507	101	191	657	225	440	384	98	176	130	51	87	54	
10.00 - 10.30													A	14.9	24	1137	1702	735	267	794	365	559	478	96	188	679	231	463	381	107	194	136	63	93	59
10.30 - 11.00													A	14.6	25	1114	1684	735	245	783	332	551	491	90	182	678	234	464	367	106	197	129	61	94	50
ROPER'S										7	182		A	12.5	22	954	1972	853	224	921	286	539	465	144	339	639	201	359	383	110	199	115	71	297	236
1 SAT. 8.30P 30 ABC CS										94		B	14.6	24	1114	1931	769	248	842	249	454	414	123	322	622	203	352	327	106	214	143	91	324	243	
SANFORD										2	188	190	A	17.3	29	1320	2085	768	300	839	322	530	461	91	248	694	269	437	381	121	217	219	98	333	225
1 SAT. 9.00P 60 NBC CS										96	95	B	17.3	29	1320	2085	768	300	839	322	530	461	91	248	694	269	437	381	121	217	219	98	333	225	
2 SAT. 9.00P 30																																			
9.00 - 9.30													A	16.8	28	1282	2097	763	320	835	327	531	455	103	250	711	268	442	384	136	231	210	101	341	226
9.30 - 10.00													A	18.2	30	1389	2076	777	267	845	309	525	469	70	245	679	276	434	375	100	202	235	94	317	226
SHERIFF LOBO										20	191	192	A	16.8	26	1282	1952	706	235	775	229	379	375	148	322	720	201	408	357	164	281	135	53	322	224
TUE. 8.00P 60 NBC A										96	94	B	18.2	28	1389	2022	684	227	768	241	409	370	126	291	738	228	410	384	131	265	163	59	353	234	
8.00 - 8.30													A	15.7	25	1198	1911	692	225	766	220	361	360	151	326	719	195	400	348	170	290	115	50	311	214
8.30 - 9.00													A	17.8	27	1358	1985	713	241	776	232	389	386	146	315	721	205	415	363	159	274	157	58	331	232
60 MINUTES										27	203	202	A	28.4	46	2167	1796	805	269	863	193	360	397	149	403	828	248	408	417	161	332	50	27	55	43
SUN. 7.00P 60 CBS DN										99	99	B	28.3	44	2159	1796	752	282	823	207	365	377	151	374	792	237	413	399	143	309	92	40	89	61	
7.00 - 7.30													A	27.3	46	2083	1822	807	263	865	193	362	402	150	403	839	263	419	426	160	332	57	30	61	49
7.30 - 8.00													A	29.6	46	2258	1764	795	271	852	190	353	391	148	399	811	233	395	405	165	330	50	27	51	37
SOAP										20	185	191	A	20.3	30	1549	1562	662	264	737	368	526	412	88	180	554	281	383	324	65	132	179	90	92	68
THU. 9.30P 30 ABC CS										97	98	B	20.5	32	1564	1776	699	303	769	376	548	456	83	169	623	314	442	371	76	140	221	118	163	120	

KEY: A CURRENT REPORT B SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	PROG. NET TYPE	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
					WK 1	WK 2		AVG. AUD. %	AVG. SHARE % (0,000)			18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54	55-64	55+								
EVENING CONT'D																													
STARMARKERS:BOB HOPE SPCL(S)					201		A	18.1	27	1381	1633	789	276	851	257	405	359	201	399	570	167^	252	281	134^	250	103^	51^	109^	53^
2 MON. 9.00P 60 NBC CV					99		A	18.5	27	1412	1623	787	277	844	239	386	354	208	409	541	148^	223	257	128^	248	112^	49^	126^	68^
9.00 - 9.30							A	17.8	27	1358	1624	781	272	847	272	418	358	193	385	593	182	278	302	140^	250	95^	52^	89^	35^
9.30 - 10.00																													
STONE					3	189	A	14.2	24	1083	1779	682	301	762	333	502	423	79^	207	730	331	472	367	119	203	183	89^	104^	71^
MON. 10.00P 60 ABC OP					97	96	B	14.0	24	1068	1721	700	264	764	304	475	423	84	224	709	313	444	356	119	214	149	80	99	65
10.00 - 10.30							A	14.1	23	1076	1822	693	307	770	340	510	429	80^	205	729	326	468	364	128	210	207	101^	116	80^
10.30 - 11.00							A	14.4	25	1099	1713	664	291	743	320	486	414	78^	206	721	332	465	362	113	197	159	78^	90^	61^
T SNYDERS CELEB SPOTLIGHT(S)					198		A	14.9	25	1137	1609	764	298	873	309	481	345	146^	347	616	200^	293	280	155^	275	104^	62^	16^	16^
2 MON. 10.00P 60 NBC CC					98		A	16.5	27	1259	1585	758	281	875	310	480	344	149^	352	591	183^	281	268	152^	269	100^	69^	19^	19^
10.00 - 10.30							A	13.3	23	1015	1632	771	319	870	305	480	339	145^	345	646	220^	309	297	156^	280	103^	53^	13^	13^
10.30 - 11.00																													
TAXI					24	200	A	20.4	31	1557	1736	652	277	760	338	512	422	74^	182	643	325	455	352	71^	143	188	93	145	102
TUE. 9.30P 30 ABC CS					98	96	B	23.3	36	1778	1785	722	297	812	350	534	448	100	217	596	261	386	337	82	164	195	102	182	139
TENSPEED AND BROWN SHOE					7	197	A	15.7	24	1198	2024	682	302	746	350	536	459	90^	168	771	415	613	506	56^	115	216	96^	291	190
SUN. 8.00P 60 ABC PD					99	99	B	20.9	30	1595	2125	713	343	786	368	570	493	70	157	790	384	595	497	72	136	237	115	312	240
8.00 - 8.30							A	15.3	23	1167	2065	702	308	766	361	553	479	90^	167	770	427	621	508	49^	107	228	104^	301	189
8.30 - 9.00							A	16.1	24	1228	1982	664	296	727	337	519	440	87^	168	769	402	607	505	62^	121	203	88^	283	192
THAT'S INCREDIBLE					3	194	A	24.5	36	1869	2164	713	278	755	281	485	440	84	220	692	259	439	416	106	188	252	113	465	309
MON. 8.00P 60 ABC U					99	98	B	24.8	36	1892	2151	740	289	772	292	492	453	93	220	705	264	458	424	101	191	244	117	430	286
8.00 - 8.30							A	23.4	35	1785	2196	727	279	770	279	489	450	83	230	705	261	441	421	112	198	245	115	476	303
8.30 - 9.00							A	25.6	37	1953	2132	697	276	740	284	480	428	83	211	680	258	439	409	100	179	256	111	456	315
THREE'S COMPANY					25	199	A	24.6	37	1877	1823	683	253	790	345	513	417	95	219	611	287	422	326	75	153	189	104	233	175
TUE. 9.00P 30 ABC CS					98	99	B	27.0	41	2060	1871	726	278	812	335	509	426	105	240	572	234	354	314	83	170	212	113	275	202
TIM CONWAY SHOW					1	169	A	17.5	29	1335	1897	775	249	808	237	429	400	186	347	681	114^	321	368	157^	290	156^	82^	252	125^
2 SAT. 8.00P 60 CBS CV					97		B	17.5	29	1335	1897	775	249	808	237	429	400	186	347	681	114	321	368	157	290	156	82	252	125
8.00 - 8.30							A	17.6	30	1343	1882	778	250	802	226	407	393	196	354	661	106^	300	352	160^	290	158^	87^	261	133^
8.30 - 9.00							A	17.3	29	1320	1917	773	247	815	249	451	413	174^	339	703	122^	345	384	159^	293	156^	77^	243	116^
TRAPPER JOHN, M.D.					21	198	A	17.0	27	1297	1619	813	205	887	249	401	411	148^	394	576	168^	307	300	125^	241	90^	51^	66^	66^
2 SUN. 10.00P 60 CBS GD					99		B	21.0	35	1602	1713	795	293	882	270	467	435	149	338	620	198	332	294	122	237	133	71	78	56
10.00 - 10.30							A	17.1	26	1305	1628	827	218	899	241	398	411	156^	400	584	169^	312	307	124^	243	82^	49^	63^	63^
10.30 - 11.00							A	16.9	27	1289	1602	796	193	870	256	403	408	140^	385	565	166^	301	292	125^	237	97^	52^	70^	70^
20/20					21	192	A	19.2	31	1465	1481	730	249	790	281	494	458	110	235	570	213	349	335	89	167	80^	32^	41^	29^
THU. 10.00P 60 ABC DN					97	98	B	18.2	31	1389	1643	721	259	780	320	509	467	100	205	675	292	455	407	92	173	118	55	70	52
10.00 - 10.30							A	20.2	32	1541	1500	748	263	799	288	505	460	108	234	571	217	346	333	87	166	85	32^	45^	33^
10.30 - 11.00							A	18.0	31	1373	1464	716	234	783	274	485	457	114	238	569	206	353	340	92	169	77^	31^	35^	26^
UNITED STATES					2	202	A	14.5	25	1106	1516	709	225	797	248	423	380	135	314	582	176	303	259	134	249	92^	25^	45^	45^
TUE. 10.30P 30 NBC GD					99	99	B	14.5	25	1106	1516	709	225	797	248	423	380	135	314	582	176	303	259	134	249	92	25	45	45
VEGA\$					20	197	A	21.5	35	1640	1758	692	261	773	320	481	392	102	242	677	292	434	370	96	195	177	94	131	100
1 WED. 10.00P 60 ABC PD					96	96	B	20.5	34	1564	1711	739	287	827	308	502	438	115	252	645	248	383	316	105	211	149	79	90	65
2 WED. 9.00P 120																													
9.00 - 9.30							A	19.5	30	1488	1870	734	254	819	322	497	404	88^	275	673	305	425	359	98^	200	178	109^	200	130^
9.30 - 10.00							A	21.4	33	1633	1987	759	280	843	356	538	421	91^	262	712	323	457	375	102^	204	193	95^	139^	105^
CONT'D																													

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION															
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK	DAY	START	DUR	NET	TYPE	I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES	TOTAL PERSONS (2+)	LADY WORK- OF ING. HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)		
#		TIME					WK 1 WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)		TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11
LATE FRINGE CONT'D																									
POLICE STORY-CONT'D																									
1 MON.		12.21A	89	ABC	OP		95 96	B	3.6 22	275	1112	538 134	560 233	371 356	58 105			505 266	360 265	57 83			43 25	LT	LT
2 MON.		12.21A	88					A	3.6 20	275	1433	513 251	513 172	317 284	55 116			653 377	464 343	104 104			204 72	63	LT
		12.30 - 1.00						A	3.3 24	252	933	388 119	393 159	250 210	52 111			409 159	230 290	83 83			131 103	LT	LT
		1.00 - 1.30						A	2.8 25	214	1028	378 17	378 125	173 233	103 145			486 75	257 373	38 38			164 122	LT	LT
POLICE WOMAN																									
THU.		11.45P	69	ABC	OP		23 175 179	A	4.5 18	343	1242	627 256	705 326	455 525	107 116			476 182	301 349	97 117			49 32	LT	LT
		12.00 - 12.30					95 96	B	5.0 21	382	1234	567 213	614 248	414 377	61 126			532 237	340 304	81 139			82 34	LT	LT
		12.30 - 1.00						A	4.4 18	336	1214	613 250	690 327	461 524	107 107			470 176	303 354	95 116			39 24	15	15
								A	4.3 21	328	1210	670 304	752 380	472 556	124 124			427 147	253 289	110 110			31 19	LT	LT
SATURDAY NIGHT																									
1 SAT.		11.30P	83	NBC	GV		23 215 182	A	12.1 35	923	1553	536 278	594 313	496 404	37 78			631 431	529 386	37 53			226 115	102	93
2 SAT.		11.30P	79				99 92	B	14.2 39	1083	1639	542 264	621 343	500 395	46 80			629 396	529 402	39 62			283 120	106	93
		11.30 - 12.00						A	12.6 32	961	1685	567 288	632 319	511 416	37 91			694 437	563 438	49 74			221 115	138	121
		12.00 - 12.30						A	12.2 36	931	1526	539 282	592 311	502 410	43 75			609 433	517 377	29 40			242 121	83	76
		12.30 - 1.00						A	13.1 44	1000	1390	518 252	590 337	501 402	29 58			516 391	457 272	46 59			214 101	70	70
TOMORROW SHOW																									
1 MON.		1.00A	45	NBC	CC		95 175 175	A	2.7 22	206	845	471 200	486 77	233 296	107 151			340 63	214 204	53 102			LT LT	LT	LT
1 TUE.		1.35A	47				98 98	B	2.8 21	214	1056	559 178	602 143	308 341	103 208			412 142	294 236	53 95			37 LT	LT	LT
1 WED.		1.21A	45																						
1 THU.		1.00A	46																						
2 MON.		1.00A	48																						
2 TUE.		1.35A	45																						
2 W & TH		1.00A	45																						
		1.00 - 1.30						A	3.2 23	244	873	460 184	492 33	188 290	131 189			349 70	210 189	69 110			32 LT	LT	LT
		1.30 - 2.00						A	2.5 23	191	895	497 220	497 110	324 340	79 110			398 126	309 225	LT 89			LT LT	LT	LT
		2.00 - 2.30						A	2.1 23	160	231	163 44	163 44	100 119	LT LT			68 LT	31 31	37 37			LT LT	LT	LT
TONIGHT SHOW																									
1 MON.		11.30P	75	NBC	GV		116 210 211	A	6.9 27	526	1359	689 291	748 272	447 435	104 218			534 239	369 312	76 127			69 22	LT	LT
1 TUE.		12.05A	78				98 99	B	7.4 27	565	1332	675 239	735 236	406 387	118 249			508 210	336 283	75 134			74 31	15	13
1 WED.		11.51P	76																						
1 THU.		11.30P	78																						
1 FRI.		12.04A	75																						
2 MON.		11.30P	79																						
2 TUE.		12.05A	76																						
2 WED.		11.30P	77																						
2 THU.		11.30P	76																						
2 FRI.		11.30P	75																						
		11.30 - 12.00						A	8.9 27	679	1414	703 282	769 275	439 424	108 243			584 241	385 357	106 157			57 13	LT	LT
		12.00 - 12.30						A	7.2 28	549	1350	683 297	740 267	443 432	101 219			537 258	384 299	69 120			69 22	LT	LT
		12.30 - 1.00						A	5.7 28	435	1356	659 326	701 284	466 430	83 159			508 236	371 297	31 98			110 55	37	37
		1.00 - 1.30						A	3.7 25	282	986	687 337	692 212	415 490	95 149			294 42	149 191	50 103			LT LT	LT	LT
TUESDAY MOVIE-WEEK-PART 1																									
1 TUE.		12.16A	71	ABC	FF		12 179 180	A	3.2 18	244	1160	636 259	672 348	520 476	32 61			488 275	320 172	110 119			LT LT	LT	LT
2 TUE.		12.15A	71				96 96	B	4.9 22	374	1329	534 202	644 352	495 390	27 79			628 341	462 290	76 127			57 22	LT	LT
		12.30 - 1.00						A	3.4 18	259	1197	665 305	703 351	514 494	31 62			494 285	316 154	105 116			LT LT	LT	LT
		1.00 - 1.30						A	2.7 19	206	1029	578 204	612 335	505 451	29 49			417 243	271 150	97 97			LT LT	LT	LT
TUESDAY MOVIE-WEEK-PART 2																									
CONT'D							9 179 180	A	2.4 21	183	842	475 120	519 273	427 349	50 55			323 197	236 104	71 71			LT LT	LT	LT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
													18-34	18-49	25-54		55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		WOMEN					TEENS (12-17)					CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

END MARK: 1999-01-01

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	AUDIENCE COMPOSITION	K E Y	AVG. AUD. % %	AVG. SHARE % %	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES	TOTAL	18- 34	WOMEN 18- 49	25- 54	55- 64	55+ 65+	TOTAL	18- 34	MEN 18- 49	25- 54	55- 64	55+ 65+	TOTAL	FEM. (12-17)	CHILDREN (2-11) TOTAL	6-11
WEEKEND DAYTIME CONT'D																																	
ASK NBC NEWS-10:28AM																																	
SAT. 10.28A 2 NBC CN																																	
ASK NBC NEWS-11:28AM																																	
SAT. 11.28A 2 NBC CN																																	
BUGS BUNNY/ROAD RUNNER 1																																	
SAT. 9.00A 30 CBS CA																																	
BUGS BUNNY/ROAD RUNNER 2																																	
SAT. 9.30A 30 CBS CA																																	
BUGS BUNNY/ROAD RUNNER 3																																	
SAT. 10.00A 30 CBS CA																																	
CAPT. CAVEMAN-TEEN ANGELS																																	
SAT. 11.30A 30 ABC CA																																	
CASPER AND THE ANGELS																																	
SAT. 11.00A 30 NBC CA																																	
CBS SPORTS SPEC. SP. ED.(S)																																	
1 SUN. 1.00P 60 CBS SA																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
CBS SPORTS SPECTACULAR																																	
1 SAT. 5.00P 60 CBS SA																																	
2 SAT. 4.30P 90																																	
4.30 - 5.00																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	K	E	Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11				
WEEKEND DAYTIME CONT'D															1074^	645^	183^	731^	57^	166^	252^	74^	479^	234^	LT	LT	58^	28^	176^	LT	LT	109^	LT	
FESTIVAL OF LIVELY ARTS(S)															994^	548^	125^	637^	53^	137^	226^	42^	411^	244^	LT	LT	71^	54^	173^	LT	LT	113^	LT	
1 SAT. 3.00P 60 CBS CL															1177^	754^	240^	840^	63^	195^	279^	110^	561^	228^	LT	LT	46^	LT	182^	LT	LT	109^	LT	
3.00 - 3.30															1537	287	45^	287	89^	158^	109^	80^	129^	121^	74^	74^	51^	LT	27^	190^	LT	939	590	
3.30 - 4.00															1685	241	84	279	136	178	137	53	80	140	71	103	87	LT	44^	146	48	1120	731	
FRED & BARNEY/SHMOO 1															1745	353	38^	353	192^	234	80^	63^	119^	119^	64^	70^	58^	LT	49^	199^	28^	1074	677	
SAT. 9.00A 30 NBC CA															1681	259	77	289	163	199	126	52	75	148	82	101	85	12	31	159	54	1085	694	
FRED & BARNEY/SHMOO 2															1699	312	58^	343	225	269	126^	13^	74^	175^	81^	107^	82^	20^	68^	188^	58^	993	674	
SAT. 9.30A 30 NBC CA															1632	240	73	279	165	205	130	34	51	189	97	115	85	29	52	192	71	972	626	
FRED & BARNEY/SHMOO 3															1494	267^	34^	271^	136^	180^	100^	27^	91^	107^	70^	88^	88^	19^	19^	226^	LT	890	409	
SAT. 10.00A 30 NBC CA															1322	137	48	147	72	93	79	LT	49	137	83	115	94	LT	LT	154	LT	884	505	
GODZILLA/GLOBETROTTERS 1															1383	172^	39^	175^	24^	72^	48^	27^	103^	114^	82^	94^	94^	20^	20^	131^	LT	963	510	
SAT. 8.00A 30 NBC CA															1533	198	84	219	96	147	129	18	63	145	85	123	104	LT	19	152	30	1017	613	
GODZILLA/GLOBETROTTERS 2															1498	277^	104^	277^	159^	217^	149^	52^	52^	172^	87^	114^	94^	32^	51^	107^	47^	942	545	
SAT. 8.30A 30 NBC CA															1540	267	80	277	159	206	183	23	35	150	73	121	103	LT	23	149	25	964	603	
GREATEST SUPERFRIENDS-1															1498	277^	104^	277^	159^	217^	149^	52^	52^	172^	87^	114^	94^	32^	51^	107^	47^	942	545	
SAT. 8.00A 30 ABC CA															1540	267	80	277	159	206	183	23	35	150	73	121	103	LT	23	149	25	964	603	
GREATEST SUPERFRIENDS-2															1343	198^	64^	198^	133^	151^	112^	39^	39^	107^	58^	75^	55^	LT	25^	74^	38^	964	549	
SAT. 8.30A 30 ABC CA															1583	248	75	257	143	194	170	23	44	156	77	123	99	12	23	165	57	1005	617	
HOT HERO SANDWICH PART I															1702	328^	193^	434^	277^	335^	301^	LT	19^	291^	177^	247^	200^	LT	26^	370^	101^	607	345^	
SAT. 12.00N 30 NBC CL															1660	343	133	403	224	283	185	46	86	337	184	244	177	30	67	315	137	605	398	
HOT HERO SANDWICH PART II															1895	463	243^	595	322^	405^	429^	LT	51^	422^	219^	265^	240^	63^	93^	308^	67^	570	390^	
SAT. 12.30P 30 NBC CL															1583	386	134	456	225	298	211	61	120	356	163	218	183	45	89	276	124	495	329	
IN THE NEWS- 8.26AM															1279	226^	129^	293^	163^	199^	145^	61^	94^	270^	133^	170^	137^	80^	80^	55^	41^	661	329^	
SAT. 8.26A 3 CBS CN															1441	201	85	245	159	196	143	18	37	208	131	163	132	27	36	94	45	904	498	
IN THE NEWS- 8.56AM															1457	333	115^	362	184^	263	197^	52^	99^	286	144^	185^	139^	78^	78^	77^	57^	732	339	
SAT. 8.56A 3 CBS CN															1487	238	102	283	162	220	160	23	50	214	135	168	134	22	34	125	57	865	472	
IN THE NEWS- 9.26AM															1432	297	119^	307	196	251	173^	29^	38^	262	158^	181	133^	33^	63^	200	79^	663	313	
SAT. 9.26A 3 CBS CN															1589	253	116	316	181	248	170	36	55	268	160	206	136	22	46	198	94	807	454	
IN THE NEWS- 9.59AM															1562	295	174	356	232	304	195	23^	36^	271	187	215	130^	25^	43^	254	143^	681	348	
SAT. 9.59A 3 CBS CN															1654	276	130	344	217	286	186	29	45	294	170	225	164	23	49	229	103	787	441	
IN THE NEWS-11.56AM															1456	244	111^	312	168^	246	153^	13^	48^	368	188^	230	174^	27^	78^	252	76^	524	270	
SAT. 11.56A 3 CBS CN															1552	320	124	394	233	309	187	22	67	284	130	195	143	28	73	246	117	628	350	
IN THE NEWS-12.26PM															1434	215^	77^	271	148^	180^	85^	22^	68^	350	145^	195^	150^	49^	112^	171^	26^	642	308	
SAT. 12.26P 3 CBS CN															1569	316	119	394	201	278	184	28	94	312	138	205	152	31	91	222	96	641	364	
IN THE NEWS-12.56PM															1385	254	64^	331	207^	252	109^	17^	62^	257	143^	187^	126^	36^	70^	153^	39^	644	355	
SAT. 12.56P 3 CBS CN															1630	349	123	419	238	308	199	39	93	333	158	248	173	29	77	235	113	643	363	
IN THE NEWS- 1.26PM															1514	387	84^	473	267	343	149^	26^	109^	380	189^	250	162^	51^	112^	103^	57^	558	305	
SAT. 1.26P 3 CBS CN															1545	376	123	443	244	327	216	39	91	343	158	247	180	40	80	208	101	551	325	
IN THE NEWS- 8.26AM-SUN.															LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.26A 3 CBS CN															84	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT

KEY: A CURRENT REPORT B SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				AUDIENCE COMPOSITION																			
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														TEENS (12-17)		CHILDREN (2-11)					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. AUD. %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL	6-11										
WEEKEND DAYTIME CONT'D																																					
IN THE NEWS- 8.56AM - SUN. 24 38 A 1.4 9 107 LT																																					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	START DAY	TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11					
															TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+						
WEEKEND DAYTIME CONT'D																																
NBC'S OLYMPIC DIAR-CONT'D																																
		3.00 -	3.30						A	2.3	7	175	1794	189v 80v	291v 45v	79v 75v	40v 171v			869v 270v	618v 583v	76v 223v		136v 74v	498v 344v							
		3.30 -	4.00						A	4.1	13	313	1792	361v 157v	409v 108v	229v 236v	27v 126v			816 290v	525v 473v	102v 262v		197v 160v	370v 268v							
NCAA CHAMP.SERIES-PRE(S)																																
		1 SAT.	1.30P	15	NBC	SC	208	99	A	6.2	23	473	1309	307v 47v	363v 61v	108v 141v	123v 190v			712 227v	435v 425v	185v 237v		98v LT	136v 99v							
NCAA CHAMP. SERIES-SAT-1(S)																																
		1 SAT.	1.45P	127	NBC	SE	208	99	A	8.7	30	664	1407	323v 53v	368 65v	135v 148v	83v 179v			866 298v	526 436	196v 301v		93v 17v	80v 52v							
		2.00 -	2.30						A	8.0	29	610	1438	345v 36v	397 54v	151v 178v	75v 189v			824 262v	475 402	202v 287v		121v 54v	96v 63v							
		2.30 -	3.00						A	8.9	30	679	1383	334v 40v	403 56v	131v 155v	91v 214v			865 278v	509 429	204v 311v		75v LT	40v 17v							
		3.00 -	3.30						A	9.4	31	717	1437	314v 57v	344 80v	138v 129v	76v 155v			933 374	592 451	197v 312v		89v 11v	71v 50v							
		3.30 -	4.00						A	9.4	29	717	1444	298v 82v	316v 78v	137v 139v	72v 134v			901 325v	558 469	188v 316v		116v 24v	111v 69v							
NCAA CHAMP. SERIES-SAT-2(S)																																
		1 SAT.	3.52P	128	NBC	SE	208	99	A	10.8	30	824	1593	360 133v	380 79v	153v 177v	81v 184v			1008 408	650 522	188v 312		100v 12v	105v 46v							
		4.00 -	4.30						A	9.8	29	748	1480	316v 137v	322v 92v	151v 175v	72v 123v			982 358	613 527	192v 335		97v 9v	79v 45v							
		4.30 -	5.00						A	11.2	31	855	1501	347 148v	365 80v	142v 155v	90v 181v			985 377	628 500	201v 318		84v LT	67v 33v							
		5.00 -	5.30						A	11.3	31	862	1659	372 114v	400 62v	138v 186v	91v 214v			1013 419	663 521	184v 298		120v 20v	126v 63v							
		5.30 -	6.00						A	11.5	29	877	1712	407 137v	433 87v	180v 197v	74v 223v			1047 477	698 535	183v 297		90v 11v	142v 37v							
NCAA CHAMP. SERIES-SUN-1(S)																																
		1 SUN.	1.00P	122	NBC	SE	208	99	A	7.9	26	603	1862	443 144v	469 76v	177v 212v	73v 248v			1102 463	756 555	195v 296v		152v 51v	139v 94v							
		1.00 -	1.30						A	6.8	23	519	2021	483 154v	513 81v	188v 244v	97v 261v			1211 514	789 537	200v 342v		144v 33v	153v 101v							
1.30 - 2.00																																
2.00 - 2.30																																
2.30 - 3.00																																
NCAA CHAMP. SERIES-SUN-2(S)																																
		1 SUN.	3.02P	130	NBC	SE	207	99	A	9.1	25	694	1705	445 184v	462 126v	240v 247v	72v 193v			955 402	651 532	154v 234v		154v 47v	134v 80v							
		3.00 -	3.30						A	7.9	24	603	1629	399v 168v	419 73v	195v 210v	70v 196v			950 397v	635 479	147v 266v		111v 51v	149v 89v							
		3.30 -	4.00						A	8.0	23	610	1638	378v 153v	397 66v	180v 207v	72v 190v			949 366v	613 525	174v 266v		160v 51v	132v 73v							
		4.00 -	4.30						A	8.7	24	664	1595	470 182v	470 150v	257v 260v	75v 186v			879 399	614 504	142v 204v		165v 50v	81v 59v							
		4.30 -	5.00						A	11.1	28	847	1825	476 213v	500 160v	284 281v	70v 185v			998 427	705 582	145v 210v		172v 52v	155v 93v							
NCAA CHAMP.SERIES-PRE(S)																																
		2 SAT.	1.00P	15	NBC	SC	211	99	A	5.4	20	412	1716	327v 124v	426v 249v	270v 172v	56v 111v			804 341v	465v 453v	46v 252v		179v LT	307v 241v							
NCAA CHAMP. SERIES-SAT-1(S)																																
		2 SAT.	1.15P	127	NBC	SE	211	99	A	9.6	31	732	1577	299v 152v	419 168v	209v 138v	89v 150v			896 394	549 494	75v 263v		138v 15v	124v 85v							
		1.30 -	2.00						A	8.6	28	656	1378	223v 121v	315v 110v	140v 69v	99v 136v			913 436	589 517	98v 245v		98v 12v	52v 52v							
		2.00 -	2.30						A	9.4	31	717	1596	290v 168v	421 150v	196v 142v	97v 161v			876 392	541 479	64v 254v		132v 20v	167v 100v							
		2.30 -	3.00						A	10.7	35	816	1665	334 170v	463 194v	235v 175v	80v 153v			879 378	524 468	79v 277v		154v 10v	169v 124v							
		3.00 -	3.30						A	11.3	35	862	1740	375 169v	513 228v	280 201v	85v 161v			908 358	553 529	68v 265v		170v 23v	149v 87v							
NCAA CHAMP. SERIES-SAT-2(S)																																
		2 SAT.	3.39P	129	NBC	SE	211	99	A	12.4	33	946	1585	365 108v	435 195v	222v 168v	55v 157v			920 368	544 552	92v 284		161v 27v	69v 55v							
		3.30 -	4.00						A	11.5	34	877	1673	387 160v	469 214v	250v 207v	64v 136v			923 383	563 577	65v 254v		176v 22v	105v 70v							
		4.00 -	4.30						A	12.5	34	954	1539	359 126v	436 188v	225v 181v	54v 153v			891 368	542 543	69v 255		146v 22v	66v 36v							
		4.30 -	5.00						A	11.8	32	900	1477	317 89v	397 165v	184v 122v	56v 163v			878 337	507 527	93v 275		169v 32v	33v 33v							
		5.00 -	5.30						A	13.1	34	1000	1599	378 80v	432 192v	213v 150v	51v 171v			941 373	547 552	105v 309		163v 29v	63v 63v							
NCAA CHAMP. SERIES-POST(S)																																
		2 SAT.	5.48P	12	NBC	SC	211	99	A	9.7	24	740	1693	434 108v	477 259v	286v 254v	53v 149v			955 442	610 548	112v 273v		165v 26v	96v 81v							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME		DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM	TOTAL 6-11
WEEKEND DAYTIME CONT'D																																		
NCAA SEMI-FINAL SPECIAL(S)							211		A	10.6	32	809	1675	343 150^	454 198^	241^181^	72^139^	913 373	558 553	60^256^	178^ 24^	130^ 85^												
2 SAT. 3.22P 17 NBC SC							99		B																									
NEW FAT ALBERT SHOW							26 190 187		A	7.5	28	572	1481	243 122^	324 179^	258 149^	15^ 50^	371 182^	228 185^	28^ 83^	236 70^	550 273												
SAT. 11.30A 30 CBS CA							98 98		B	7.6	28	580	1575	320 126	397 236	312 191	22 66	282 134	197 146	27 70	259 120	637 354												
PLASTICMAN COMEDY-SHOW-1							26 190 190		A	5.9	25	450	1393	203^ 69^	216^160^	187^124^	25^ 25^	113^ 55^	82^ 64^	17 20^	133^ 80^	931 484												
SAT. 9.00A 30 ABC CA							99 99		B	5.8	26	443	1680	242 69	255 134	190 144	26 52	173 100	147 97	12 19	186 76	1066 630												
PLASTICMAN COMEDY-SHOW-2							26 190 190		A	5.3	21	404	1176	182^ 78^	204^128^	165^ 98^	32^ 39^	107^ 42^	69^ 42^	17 38^	93^ 75^	772 391												
SAT. 9.30A 30 ABC CA							99 99		B	5.8	23	443	1644	220 66	250 141	191 138	20 48	168 101	142 90	17 15	194 86	1032 604												
PLASTICMAN COMEDY-SHOW-3							26 190 190		A	5.5	21	420	1345	180^ 74^	203^100^	152^ 87^	37^ 51^	155^ 79^	132^102^	17 23^	232^ 97^	755 414												
SAT. 10.00A 30 ABC CA							99 99		B	5.9	23	450	1607	217 76	244 139	196 140	19 42	155 90	134 93	17 13	227 107	981 601												
PRO BOWLERS TOUR							12 184 185		A	7.9	22	603	1705	695 212	783 247	442 401	106^280	723 196^	392 373	118^280	99^ 60^	100^ 57^												
SAT. 3.30P 90 ABC SE							93 94		B	9.1	24	694	1614	631 207	700 211	387 342	105 255	686 217	372 367	105 247	95 38	133 98												
3.30 - 4.00									A	7.3	22	557	1637	642 186^	743 266	435 370	96^252	700 195^	368 366	120^275	68^ 55^	126^ 58^												
4.00 - 4.30									A	7.8	22	595	1711	677 213	782 253	433 388	115^281	731 201^	404 376	124^281	113^ 76^	85^ 47^												
4.30 - 5.00									A	8.8	24	671	1726	730 231	796 221	446 429	105^293	722 192	394 366	111^282	119^ 52^	89^ 65^												
SCHOOLHOUSE ROCK-8.56AM							26 190 190		A	6.4	30	488	1322	186^ 69^	186^123^	135^116^	45^ 45^	96^ 46^	63^ 49^	17 25^	87^ 43^	953 565												
SAT. 8.56A 3 ABC CN							98 98		B	5.6	26	427	1568	242 68	253 140	189 165	28 50	160 83	127 91	14 28	160 55	995 597												
SCHOOLHOUSE ROCK-10.26AM							13 190 190		A	5.6	21	427	1307	209^ 91^	234^108^	176^110^	37^ 58^	159^ 82^	133^106^	17 26^	223^ 89^	691 389												
SAT. 10.26A 3 ABC CN							99 99		B	5.6	21	427	1619	251 86	285 156	228 156	19 48	166 90	147 115	17 11	229 125	939 563												
SCHOOLHOUSE ROCK-11.26AM							26 189 188		A	7.1	27	542	1493	202^124^	268 188^	217^ 99^	36^ 51^	203^ 84^	153^126^	50^ 50^	277 157^	745 467												
SAT. 11.26A 3 ABC CN							98 98		B	6.5	24	496	1619	281 112	329 201	266 170	29 55	230 112	173 120	24 42	256 120	804 495												
SCHOOLHOUSE ROCK-11.55AM							25 131 124		A	3.4	15	259	1120	235^ 46^	343^262^	285^128^	58^ 58^	379^147^	305^305^	24^ 74^	206 20^	378^ 204^												
SUN. 11.55A 4 ABC CN							81 80		B	3.1	12	237	1399	340 92	414 186	278 194	48 111	351 152	242 207	34 84	156 89	478 263												
SCOOPY AND SCRAPPY DOO-1							13 189 188		A	7.5	29	572	1437	216 98^	261 168^	207^129^	32^ 54^	194^ 88^	154^141^	29^ 40^	228 104^	754 465												
SAT. 10.30A 30 ABC CA							98 98		B	7.1	26	542	1668	256 100	297 188	242 162	26 45	158 86	125 103	18 20	246 134	967 598												
SCOOPY AND SCRAPPY DOO-2							13 189 188		A	7.7	30	588	1503	187^112^	251 172^	209 105^	30^ 42^	195^ 80^	152^131^	39^ 43^	277 146^	780 473												
SAT. 11.00A 30 ABC CA							98 98		B	8.0	29	610	1685	275 105	317 204	261 169	30 44	210 102	165 129	27 32	282 137	876 545												
SHAZAM							12 168 166		A	6.0	22	458	1441	201^ 76^	258^144^	174^ 89^	16^ 62^	327 123^	182^150^	54^100^	222^ 35^	634 332												
SAT. 12.00N 30 CBS CA							92 92		B	7.0	24	534	1624	312 127	390 185	265 180	31 101	325 122	208 165	38 103	210 88	699 409												
SKATEBIRDS							12 41 40		A	1.0	9	76	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT											
SUN. 8.00A 30 CBS CA							35 34		B	.9	9	69	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT											
SPORTSWORLD							11 151 152		A	7.0	18	534	1526	386 171^	487 200^	300 216^	87^164^	793 261	483 444	131^241	112^ 45^	134^ 86^												
1 SUN. 5.12P 48 NBC SE							86 87		B	6.9	17	526	1816	466 191	546 212	332 290	84 158	899 318	563 506	144 273	143 37	228 145												
2 SUN. 4.00P 131																																		
4.00 - 4.30									A	6.6	19	504	1399	322^193^	427^161^	272^167^	79^155^	734 204^	371^401^	132^298^	73^ 45^	165^ 116^												
4.30 - 5.00									A	7.1	19	542	1456	350^175^	466 195^	300^174^	88^166^	740 245^	418^425^	113^238^	111^ 78^	139^ 59^												
5.00 - 5.30									A	7.4	19	565	1358	350^142^	475 193^	295^197^	100^148^	678 196^	379^367^	133^232^	109^ 71^	96^ 96^												
5.30 - 6.00									A	6.8	16	519	1603	399 181^	512 247	329 268	75^148^	835 295	545 474	140^229^	123^ 26^	133^ 88^												
SUNDAY MORNING							26 96 87		A	3.8	18	290	1448	587 331^	635 118^	267^295^	100^290^	701 149^	255^365^	118^287^	40^ LT	72^ 44^												
SUN. 9.00A 90 CBS N							75 73		B	3.0	15	229	1457	565 226	599 153	311 345	122 214	668 192	362 411	96 214	40 LT	150 88												
9.00 - 9.30									A	3.4	18	259	1390	571 344^	637 135^	316^293^	111^278^	602 89^	170^306^	107^296^	65^ LT	86^ 77												
CONT'D																																		

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR 1980 REPORT

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11										
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+											
WEEKEND DAYTIME CONT'D													A	4.1	20	313	1383	521	297	559	101	245	275	89	246	740	175	274	367	122	294	42	LT	42	42
SUNDAY MORNING-CONT'D													A	4.0	18	305	1521	649	351	689	105	232	315	102	338	727	170	304	403	120	265	42	LT	92	19
10.00 - 10.30													A	6.9	22	526	1352	344	121	416	135	257	178	68	141	647	230	428	388	89	177	133	63	156	151
SUPERSTARS													B	9.0	25	687	1656	475	186	541	210	338	295	89	150	732	280	477	418	125	204	173	62	210	160
1 SUN. 2.00P 75 ABC SE 10 172 164													A	5.4	18	412	1478	383	102	482	155	307	208	61	156	650	196	409	352	91	208	200	88	146	135
2 SUN. 2.00P 90													A	6.8	22	519	1424	348	138	439	158	287	191	65	128	680	280	470	430	86	158	147	67	158	149
2.00 - 2.30													A	8.6	27	656	1192	321	126	365	86	189	120	79	159	565	171	319	279	121	209	63	15	199	199
2.30 - 3.00													A	6.7	24	511	1358	230	60	311	201	241	97	15	53	264	152	193	113	42	71	143	45	640	343
3.00 - 3.30													B	6.6	23	504	1642	340	121	419	246	312	197	37	88	332	163	255	174	26	71	230	114	661	374
TARZAN AND SUPER SEVEN 1													A	6.9	24	526	1510	309	57	394	228	297	149	23	79	378	185	256	185	65	110	121	52	617	351
SAT. 12.30P 30 CBS CA 91 92													B	7.0	23	534	1581	364	116	433	240	319	208	42	92	337	161	245	175	35	75	211	97	600	354
TARZAN AND SUPER SEVEN 2													A	4.9	17	374	1297	337	72	382	181	267	182	62	102	380	108	212	158	72	139	80	19	455	230
30 MINUTES													B	4.8	16	366	1503	431	137	499	235	317	229	61	144	436	181	283	216	51	120	170	80	398	237
SAT. 1.30P 30 CBS DN 90 91													A	7.8	30	595	1780	363	15	363	191	240	89	68	123	131	71	82	72	17	49	218	36	1068	699
TIME OUT-9:45AM													B	6.3	25	481	1688	260	77	292	165	204	130	49	74	159	90	108	95	12	32	169	58	1068	683
SAT. 9.45A 2 NBC CN 98 98													A	5.9	23	450	1651	322	53	325	241	251	76	10	74	317	154	192	186	17	79	281	65	728	455
TIME OUT-10:58AM													B	5.6	21	427	1679	265	100	324	217	259	146	28	45	259	163	193	114	15	49	237	81	859	532
SAT. 10.58A 2 NBC CN 98 98																																			
TIME OUT-11:58AM													A	4.0	15	305	1748	236	59	341	252	268	196	LT	40	246	112	167	120	30	79	193	49	968	660
SAT. 11.58A 2 NBC CN 83 80													B	5.1	19	389	1685	299	113	379	224	283	185	40	69	271	166	202	130	29	49	279	95	756	480
TOURN. PLAYERS CHAMP.-SAT(S)													A	2.5	7	191	916	141	31	141	42	42	LT	63	78	654	120	225	215	272	403	53	26	68	68
2 SAT. 3.00P 90 CBS SE 139 87													A	2.7	8	206	845	116	54	116	63	63	LT	53	53	573	136	199	155	262	374	69	44	87	87
3.00 - 3.30													A	2.5	7	191	921	109	42	109	LT	LT	36	73	73	722	73	173	235	309	487	90	32	LT	LT
3.30 - 4.00													A	2.3	7	175	989	188	LT	188	57	57	LT	63	108	687	144	309	269	245	354	LT	LT	114	114
4.00 - 4.30													A	6.3	17	481	1509	507	99	584	87	144	221	147	338	815	209	329	379	216	382	37	LT	73	58
TOURN. PLAYERS CHAMP.-SUN(S)													A	5.9	18	450	1449	436	33	498	40	86	153	126	331	824	223	356	392	207	369	65	LT	62	62
2 SUN. 3.30P 150 CBS SE 95													A	5.7	17	435	1520	479	56	552	73	133	237	125	304	837	228	327	413	228	354	43	LT	88	79
3.30 - 4.00													A	6.5	17	496	1490	511	121	589	100	157	225	135	323	784	216	301	354	211	380	36	LT	81	61
4.30 - 5.00													A	6.6	17	504	1522	551	123	618	89	153	231	172	362	803	175	313	354	226	410	31	LT	70	48
5.00 - 5.30													A	6.7	17	511	1581	574	153	660	122	178	266	169	365	833	204	340	388	218	403	19	LT	69	53
5.30 - 6.00																																			
WORLD SERIES-AUTO RACING													A	3.4	11	259	1672	518	177	607	277	413	283	115	186	738	283	490	433	92	204	134	31	193	143
SAT. 2.00P 45 ABC SE 81 82													B	3.7	12	282	1578	461	184	582	278	395	259	110	184	746	292	473	440	139	213	121	35	129	82
2.00 - 2.30													A	3.2	11	244	1709	500	176	599	276	414	288	105	176	774	296	533	483	74	188	138	36	198	160

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KEY: A-CURRENT REPORT B-SEASON AVERAGE

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. MAR. 10, 1980

NATIONAL WEEKLY TV AUDIENCE ESTIMATES																	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
ABC TV																	
ALL AUDIENCE	22,580				17,400				13,810								
olds (000) & %	29.6				22.8				18.1								
PROGRAM	THAT'S INCREDIBLE				FAMILY (OP)				STONE								
AGE AUDIENCE	18,160				13,280				10,380								
olds (000) & %	23.8				17.4				13.6				13.5*				
RE OF AUDIENCE	35				26				23				23 *				
AUD. BY ¼ HR.	21.8				17.6				14.0				13.3				
CBS TV																	
ALL AUDIENCE	15,790				22,280				19,460				19,840				
olds (000) & %	20.7				29.2				25.5				26.0				
PROGRAM	WKRP IN CINCINNATI				M*A*S*H				HOUSE CALLS				LOU GRANT				
AGE AUDIENCE	14,190				20,520				17,780				16,630				
olds (000) & %	18.6				26.9				23.3				21.8				
RE OF AUDIENCE	28				39				35				36 *				
AUD. BY ¼ HR.	18.8				26.2				23.4				21.9				
NBC TV																	
ALL AUDIENCE	17,630				20,140												
olds (000) & %	23.1				26.4												
PROGRAM	LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES				FROM HERE TO ETERNITY-PEARL HARBOR								
AGE AUDIENCE	14,500				13,050												
olds (000) & %	19.0				17.1												
RE OF AUDIENCE	28				27												
AUD. BY ¼ HR.	18.8				15.7												
CBS TV																	
ALL AUDIENCE	23,960				16,330				14,800								
olds (000) & %	31.4				21.4				19.4								
PROGRAM	THAT'S INCREDIBLE				FAMILY (OP)				STONE								
AGE AUDIENCE	19,230				12,360				11,290								
olds (000) & %	25.2				16.2				14.8								
RE OF AUDIENCE	37				24				25								
AUD. BY ¼ HR.	23.8				15.9				17.1								
CBS TV																	
ALL AUDIENCE	14,880				22,130				19,530				19,840				
olds (000) & %	19.5				29.0				25.6				26.0				
PROGRAM	WKRP IN CINCINNATI (R)				M*A*S*H (R)				HOUSE CALLS				LOU GRANT				
AGE AUDIENCE	12,890				19,760				17,850				16,630				
olds (000) & %	16.9				25.9				23.4				21.8				
RE OF AUDIENCE	25				38				36				37				
AUD. BY ¼ HR.	16.8				24.7				23.4				21.8				
NBC TV																	
ALL AUDIENCE	20,070				18,690				15,720								
olds (000) & %	26.3				24.5				20.6								
PROGRAM	LITTLE HOUSE-PRAIRIE (R)(OP)				STARMAKERS: BOB HOPE SPCL				T SNYDERS CELEB SPOTLIGHT								
AGE AUDIENCE	16,250				13,810				11,370								
olds (000) & %	21.3				18.1				14.9								
RE OF AUDIENCE	31				27				25								
AUD. BY ¼ HR.	19.9				19.2				17.1								
DEF. 1)																	
WKS USING TV	WK. 1	60.8	62.6	63.7	64.8	66.8	68.4	67.6	68.1	68.4	69.1	67.2	66.7	62.3	61.2	59.4	56.6
	WK. 2	61.9	62.9	62.9	64.9	67.4	68.5	69.4	69.5	67.7	67.9	66.6	65.3	62.0	59.6	57.8	55.5

Households: 76,300,000

For explanation of symbols, See page A

EVE. MON. MAR. 17, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.TUE. MAR.11, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AUDIENCE lds (000) & %					18,240 23.9		15,720 20.6		21,440 28.1		18,690 24.5		18,690 24.5			
C TV					HAPPY DAYS (S)(OP)		LAVERNE & SHIRLEY		THREE'S COMPANY		TAXI (R)(OP)		HART TO HART			
AGE AUDIENCE lds (000) & %					16,020 21.0		14,420 18.9		19,080 25.0		16,400 21.5		15,180 19.9		19.8*	20.0*
E OF AUDIENCE %					33		29		37		32		32		31 *	33 *
AUD. BY ¼ HR.					20.9	21.1	18.7	19.1	23.8	26.2	21.9	21.1	19.7	19.9	20.3	19.8
L AUDIENCE lds (000) & %					16,400 21.5				18,310 24.0							
S TV					WHITE SHADOW (SUS)(OP)				PLUTONIUM INCIDENT (SUS)(OP)							
AGE AUDIENCE lds (000) & %					13,120 17.2	15.9*		18.6*	10,830 14.2	13.4*		13.5*		14.2*		15.6*
E OF AUDIENCE %					26	25 *		28 *	22	20 *		20 *		22 *		26 *
AUD. BY ¼ HR.					15.5	16.3	18.3	18.8	13.9	12.8	13.7	13.3	13.9	14.4	15.6	15.6
L AUDIENCE lds (000) & %					15,790 20.7				23,420 30.7							14,190 18.6
BC TV					SHERIFF LOBO (OP)				BIG SHOW							UNITED STATES
AGE AUDIENCE lds (000) & %					12,890 16.9	15.9*		17.9*	15,640 20.5	19.5*		21.0*		21.1*	16.4	12,510
E OF AUDIENCE %					26	25 *		27 *	31	29 *		31 *		33 *	27	16.4
AUD. BY ¼ HR.					15.6	16.3	17.6	18.3	19.3	19.7	20.8	21.1	21.5	20.7	17.3	15.5
L AUDIENCE lds (000) & %					17,240 22.6		16,330 21.4		20,520 26.9		16,100 21.1		19,080 25.0			
C TV					HAPPY DAYS (R)(S)(OP)		LAVERNE & SHIRLEY		THREE'S COMPANY (R)(S)(OP)		TAXI (R)(OP)		HART TO HART			
AGE AUDIENCE lds (000) & %					15,110 19.8		14,880 19.5		18,460 24.2		14,650 19.2		15,260 20.0		18.7*	21.3*
E OF AUDIENCE %					32		30		37		30		34		31 *	38 *
AUD. BY ¼ HR.					18.9	20.7	19.0	19.9	23.7	24.8	19.7	18.8	18.2	19.2	21.2	21.5
L AUDIENCE lds (000) & %					15,030 19.7				19,380 25.4							
S TV					WHITE SHADOW (SUS)(OP)				CBS TUESDAY NIGHT MOVIES W.W. AND THE DIXIE DANCEKINGS (R)(SUS)(OP)							
AGE AUDIENCE lds (000) & %					11,900 15.6	14.6*		16.6*	11,830 15.5	15.0*		16.0*		15.7*		15.4*
E OF AUDIENCE %					25	24 *		26 *	25	23 *		25 *		26 *		27 *
AUD. BY ¼ HR.					14.1	15.0	16.8	16.3	14.9	15.1	15.9	16.0	16.0	15.4	15.8	15.1
L AUDIENCE lds (000) & %					16,250 21.3				21,970 28.8							10,760 14.1
BC TV					SHERIFF LOBO (OP)				BIG SHOW							UNITED STATES
AGE AUDIENCE lds (000) & %					12,670 16.6	15.5*		17.7*	14,570 19.1	17.8*		20.4*		19.1*	12.5	9,540
E OF AUDIENCE %					26	25 *		27 *	30	27 *		31 *		31 *	22	12.5
AUD. BY ¼ HR.					15.1	15.9	17.4	17.9	17.4	18.2	20.1	20.7	19.7	18.4	13.4	11.5
DS USING TV WK. 1		59.5	61.3	61.5	63.4	64.1	64.5	65.8	66.9	66.9	67.9	67.1	66.5	65.0	64.2	61.9
Def. 1) WK. 2		57.2	59.3	59.5	60.3	61.1	62.9	64.3	65.3	65.4	66.0	65.1	64.4	61.9	60.0	57.0

Households: 76,300,000

For explanation of symbols, See page A.

EVE.TUE. MAR.18, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.WED. MAR.12, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
AL AUDIENCE holds (000) & %					16,790 22.0					18,310 24.0					19,300 25.3			
BC TV					EIGHT IS ENOUGH (R)				CHARLIE'S ANGELS (OP)				VEGAS					
AGE AUDIENCE holds (000) & %					13,730 18.0	17.3*			18.6*	14,570 19.1	18.1*			20.2*	16,250 21.3	21.0*	21.6*	
RE OF AUDIENCE %					27	27 *			28 *	30	28 *			31 *	36	34 *	37 *	
AUD. BY ¼ HR. %					16.9	17.8	18.6	18.5	17.8	18.4	19.9	20.5	20.7	21.3	22.0	21.2		
AL AUDIENCE holds (000) & %					11,520 15.1					16,020 21.0	CBS WEDNESDAY NIGHT MOVIE TO RACE THE WIND							
BS TV					BEYOND WESTWORLD (OP)													
AGE AUDIENCE holds (000) & %					8,700 11.4	11.4*			11.5*	10,680 14.0	13.0*			13.4*	15.1*			
RE OF AUDIENCE %					17	18 *			17 *	23	20 *			21 *	25 *			
AUD. BY ¼ HR. %					11.2	11.6	11.3	11.7	13.0	13.0	13.2	13.7	15.4	14.9	14.5	14.8		
AL AUDIENCE holds (000) & %					23,810 31.2					20,370 26.7			18,390 24.1	FROM HERE TO ETERNITY		15,410 20.2		
BC TV					REAL PEOPLE (OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE							
AGE AUDIENCE holds (000) & %					20,220 26.5	25.7*			27.2*	18,620 24.4	21.7			16,560 21.7	12,210 16.0	16.3*	15.7*	
RE OF AUDIENCE %					40	39 *			41 *	38	34			27	27 *	27 *	27 *	
AUD. BY ¼ HR. %					24.4	26.9	27.3	27.1	24.0	24.8	22.0	21.4	16.6	16.0	15.8	15.6		
AL AUDIENCE holds (000) & %					21,060 27.6					23,420 30.7	VEGAS							
BC TV					EIGHT IS ENOUGH (OP)													
AGE AUDIENCE holds (000) & %					17,010 22.3	21.2*			23.3*	16,480 21.6	19.5*			21.4*	23.2*			
RE OF AUDIENCE %					34	33 *			35 *	34	30 *			33 *	37 *			
AUD. BY ¼ HR. %					20.3	22.2	23.3	23.4	19.1	19.9	21.2	21.7	23.2	23.1	23.0	21.8		
AL AUDIENCE holds (000) & %					10,000 13.1					18,160 23.8	CBS WEDNESDAY NIGHT MOVIE JIMMY B. AND ANDRE							
BS TV					BEYOND WESTWORLD (OP)													
AGE AUDIENCE holds (000) & %					7,400 9.7	9.6*			9.8*	12,670 16.6	14.6*			16.2*	18.0*			
RE OF AUDIENCE %					15	15 *			15 *	26	22 *			25 *	29 *			
AUD. BY ¼ HR. %					9.8	9.4	9.6	10.0	14.1	15.1	16.3	16.1	17.8	18.1	18.0	17.5		
AL AUDIENCE holds (000) & %					25,710 33.7					20,220 26.5			16,100 21.1	FROM HERE TO ETERNITY		12,360 16.2		
BC TV					REAL PEOPLE (OP)				DIFF'RENT STROKES		HELLO, LARRY							
AGE AUDIENCE holds (000) & %					20,680 27.1	26.1*			28.1*	18,310 24.0	14,270 18.7			9,610 12.6	13.0*			
RE OF AUDIENCE %					41	41 *			42 *	36	29			21	21 *			
AUD. BY ¼ HR. %					25.0	27.1	28.1	28.1	24.3	23.7	19.0	18.4	13.4	12.5	12.2	12.2		
USING TV Def. 1)	WK. 1	61.2	61.9	61.8	62.8	64.0	66.2	66.3	66.5	64.9	65.0	64.2	64.6	61.8	60.6	59.3	57.0	
	WK. 2	56.4	58.6	58.8	60.4	62.5	65.2	66.6	67.2	65.5	66.8	65.7	65.3	63.2	62.2	61.1	58.9	

Households: 76,300,000

For explanation of symbols, See page A

EVE.WED. MAR.19, 1980

EVE. THU. MAR. 13, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
ESTIMATED AUDIENCE																	
EVE THU. MAR. 13, 1980																	
AL AUDIENCE holds (000) & %					18,240 23.9	18,010 23.6		18,390 24.1		17,400 22.8		20,140 26.4					
3C TV					MORK & WINDY (R)	BENSON (R)		BARNEY MILLER (R)		SOAP (OP)		20/20					
AGE AUDIENCE holds (000) & %					15,720	16,250		16,790		15,870		16,330					
RE OF AUDIENCE %					20.6	21.3		22.0		20.8		21.4					
AUD. BY ¼ HR. %					32	32		33		31		34					
					19.7	21.6	20.6	22.1	22.1	21.8	20.9	20.7	22.1	22.0*	21.5	20.7*	
													34	34 *		34 *	
AL AUDIENCE holds (000) & %					16,790 22.0			15,570 20.4				16,630 21.8					
5S TV					WALTONS (OP)		BARNABY JONES				KNOTS LANDING						
AGE AUDIENCE holds (000) & %					13,960			12,740				13,350					
RE OF AUDIENCE %					18.3	17.5*		19.0*	16.7	15.7*		17.6*	17.5	17.8*		17.1*	
AUD. BY ¼ HR. %					28	27 *		28 *	25	24 *		26 *	28	27 *		28 *	
					16.8	18.2	19.3	18.8	15.0	16.4	17.2	18.0	18.1	17.6	17.3	17.0	
L AUDIENCE holds (000) & %					13,430 17.6			16,100 21.1				13,510 17.7					
3C TV					BUCK ROGERS-25TH CENTURY (R)(OP)		QUINCY, M.E.				ROCKFORD FILES (R)						
AGE AUDIENCE holds (000) & %					10,380			12,670				9,770					
RE OF AUDIENCE %					13.6	12.9*		14.3*	16.6	16.1*		17.0*	12.8	12.9*		12.8*	
AUD. BY ¼ HR. %					21	20 *		21 *	25	24 *		25 *	20	20 *		21 *	
					12.7	13.1	14.1	14.6	16.1	16.1	16.9	17.1	13.0	12.7	12.7	12.9	
L AUDIENCE holds (000) & %					17,470 22.9	17,930 23.5		15,110 19.8		16,330 21.4		16,710 21.9					
3C TV					MORK & WINDY	BENSON		BARNEY MILLER (R)		SOAP (OP)		20/20					
AGE AUDIENCE holds (000) & %					14,950	16,250		13,890		15,030		12,890					
RE OF AUDIENCE %					19.6	21.3		18.2		19.7		16.9					
AUD. BY ¼ HR. %					31	33		27		29		29					
					18.4	20.9	20.7	21.8	18.1	18.2	19.0	20.5	19.1	18.4*	15.8	15.3*	
													30 *			27 *	
L AUDIENCE holds (000) & %					22,740 29.8							17,320 22.7					
5S TV					PALMERSTOWN, U.S.A. (OP)						KNOTS LANDING						
AGE AUDIENCE holds (000) & %					16,560							14,650					
RE OF AUDIENCE %					21.7	20.5*		21.7*		22.2*		22.5*	19.2	18.8*		19.6*	
AUD. BY ¼ HR. %					33	32 *		33 *		33 *		33 *	33	31 *		35 *	
					20.2	20.7	21.7	21.7	22.0	22.4	23.2	21.8	18.6	19.0	20.0	19.2	
L AUDIENCE holds (000) & %					16,330 21.4			17,400 22.8				15,260 20.0					
3C TV					BUCK ROGERS-25TH CENTURY (OP)		QUINCY, M.E.				ROCKFORD FILES (R)						
AGE AUDIENCE holds (000) & %					12,510			14,570				12,670					
RE OF AUDIENCE %					16.4	15.8*		17.0*	19.1	19.0*		19.2*	16.6	16.9*		16.4*	
AUD. BY ¼ HR. %					25	25 *		26 *	29	29 *		28 *	28	28 *		29 *	
					15.8	15.8	16.8	17.1	18.8	19.1	19.6	18.9	17.0	16.9	16.8	15.9	
OLDS USING TV Def 1)	WK. 1	61.7	62.7	62.2	63.3	63.9	65.9	66.6	67.2	66.2	66.8	67.2	67.7	65.9	64.3	62.5	60.7
	WK. 2	57.2	58.1	58.7	60.2	62.7	64.4	65.1	65.9	65.8	67.0	67.8	67.2	62.1	60.1	57.9	54.6

For explanation of symbols, See page A.

EVE. THU. MAR. 20, 1980

Households: 76.300.000

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.FRI. MAR.14, 1980

NATIONAL WEEKLY TV AUDIENCE ESTIMATES																	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
<hr/>																	
C TV																	
L AUDIENCE olds (000) & %	{				15,640 20.5				19,460 25.5								
					← WHEN THE WHISTLE BLOWS (OP) →				← ABC FRIDAY NIGHT MOVIE WHERE THE LADIES GO →								
AGE AUDIENCE olds (000) & %	{				11,220 14.7	15.0* 25		14.3* 24 *		12,060 15.8	15.3* 25 *		17.1* 28 *		15.2* 24 *		
% OF AUDIENCE	{				25	26 *		24 *		26	25 *		28 *		24 *		
AUD. BY ¼ HR.	{				15.3	14.8		14.6		14.4	16.2		17.4		15.3		
<hr/>																	
S TV																	
L AUDIENCE olds (000) & %	{				17,400 22.8				25,560 33.5				24,640 32.3				
					← INCREDIBLE HULK (OP) →				CARTER PRESS CONF. - CBS (9:00-9:30PM)(SUS)		← DUKES OF HAZZARD (9:30-10:30PM)(-OP) →			← DALLAS (10:30-11:30PM)(-OP) →			
AGE AUDIENCE olds (000) & %	{				13,660 17.9	15.9* 25		19.9* 27 *		20,600 27.0	23.4* 30		29.0* 46 *		25.7 45		
% OF AUDIENCE	{				30	27 *		33 *		43	38 *		46 *		43 *		
AUD. BY ¼ HR.	{				15.1	16.7		19.3		22.1	24.1		28.4		29.7		
<hr/>																	
BC TV																	
L AUDIENCE olds (000) & %	{				13,960 18.3	13,050 17.1					12,740 16.7				11,750 15.4		
					← HERE'S BOOMER (OP) →				CARTER PRESS CONF. - NBC (9:00-9:30PM)(SUS)		← PINK LADY (9:30-10:30PM)(-OP) →			← BEST-SATURDAY NIGHT LIVE (10:30-11:30PM)(R)(-OP) →			
AGE AUDIENCE olds (000) & %	{				12,590 16.5	11,600 15.2					8,700 11.4	12.2* 18		11.0* 17 *		9.8 17	
% OF AUDIENCE	{				28	25					18	20 *		17 *		16 *	
AUD. BY ¼ HR.	{				15.9	17.1		15.3		12.2	12.1		11.6		10.4		
<hr/>																	
C TV																	
L AUDIENCE olds (000) & %	{				13,580 17.8				15,570 20.4								
					← WHEN THE WHISTLE BLOWS (OP) →				← ABC FRIDAY NIGHT MOVIE VACATION IN HELL (R) →								
AGE AUDIENCE olds (000) & %	{				10,300 13.5	13.6* 22		13.4* 22 *		9,160 12.0	10.9* 19		11.4* 18 *		12.6* 20 *		
% OF AUDIENCE	{				22	23 *		22 *		19	17 *		18 *		21 *		
AUD. BY ¼ HR.	{				13.8	13.5		13.4		11.0	10.9		11.0		12.9		
<hr/>																	
S TV																	
L AUDIENCE olds (000) & %	{				19,460 25.5				25,410 33.3				28,150 36.9				
					← INCREDIBLE HULK (OP) →				← DUKES OF HAZZARD →			← DALLAS →					
AGE AUDIENCE olds (000) & %	{				15,410 20.2	18.2* 33		22.2* 36 *		21,820 28.6	28.1* 45		29.2* 46 *		24,950 32.7		
% OF AUDIENCE	{				33	31 *		36 *		45	45 *		52		51 *		
AUD. BY ¼ HR.	{				17.3	19.2		22.7		27.5	28.8		29.1		33.6		
<hr/>																	
BC TV																	
L AUDIENCE olds (000) & %	{				13,580 17.8	12,210 16.0					11,830 15.5				10,450 13.7		
					← HERE'S BOOMER (OP) →				PINK LADY		← BEST-SATURDAY NIGHT LIVE (R) →						
AGE AUDIENCE olds (000) & %	{				12,360 16.2	11,290 14.8					9,000 11.8	11.8* 19		7,860 10.3		10.2* 17	
% OF AUDIENCE	{				27	24					19	19 *		17		16 *	
AUD. BY ¼ HR.	{				16.0	16.3		14.7		11.7	11.8		12.1		10.4		
<hr/>																	
LDS USING TV WK. 1 54.2 55.2 55.1 56.0 57.7 59.4 60.1 60.6 60.8 61.8 61.9 61.9 62.6 61.9 59.7 58.1																	
Def. 1) WK. 2 54.8 56.5 55.8 56.5 58.3 60.4 61.5 61.9 62.1 62.5 63.4 63.7 63.2 62.6 62.5 61.4																	

Households 76,300,000

For explanation of symbols, See page A

EVE.FRI. MAR.21, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SAT. MAR.15, 1980

ME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AUDIENCE (000) & %					9,920 13.0		10,220 13.4		17,090 22.4				18,920 24.8			
TV					ONE IN A MILLION		ROPERS		LOVE BOAT (OP)				FANTASY ISLAND (R)			
AGE AUDIENCE (000) & %					8,470 11.1		9,540 12.5		14,730 19.3	19.0*		19.7*	15,490 20.3	19.8*		20.8*
RE OF AUDIENCE %					20		22		32	32 *		33 *	36	34 *		38 *
AUD. BY 1/4 HR. %					11.1	11.2	11.8	13.2	18.5	19.5	19.3	20.0	19.6	20.0	21.0	20.6
AUDIENCE (000) & %					11,750 15.4				14,340 18.8						9,230 12.1	
TV					CHISHOLMS (OP)				HAGEN						NEVER SAY NEVER	
AGE AUDIENCE (000) & %					9,080 11.9	12.0*		11.8*	10,760 14.1	13.2*		13.9*	15.1*	10.8	8,240	
RE OF AUDIENCE %					21	22 *		21 *	24	22 *		23 *	26 *	20	20	
AUD. BY 1/4 HR. %					12.2	11.8	11.9	11.8	13.0	13.4	13.7	14.1	15.3	15.0	11.0	10.5
AUDIENCE (000) & %					20,220 26.5				16,860 22.1				12,970 17.0			
TV					CHIPS (R)(OP)				SANFORD				PRIME TIME SATURDAY			
AGE AUDIENCE (000) & %					16,480 21.6	20.3*		22.9*	13,810 18.1	17.9*		18.2*	9,230 12.1	12.3*		11.9*
RE OF AUDIENCE %					39	37 *		40 *	30	30 *		30 *	22	21 *		22 *
AUD. BY 1/4 HR. %					19.5	21.2	22.7	23.1	17.8	18.0	18.4	18.1	12.7	12.0	12.4	11.4
AUDIENCE (000) & %					23,650 31.0								17,700 23.2			
TV					LOVE BOAT (R)(OP)								FANTASY ISLAND (R)			
AGE AUDIENCE (000) & %					14,420 18.9	15.2*		16.4*		21.6*		22.5*	14,190 18.6	18.8*		18.5*
RE OF AUDIENCE %					31	26 *		27 *		36 *		37 *	34	33 *		35 *
AUD. BY 1/4 HR. %					15.0	15.4	15.9	16.9	21.0	22.2	22.8	22.2	18.9	18.6	18.8	18.2
AUDIENCE (000) & %					17,400 22.8				14,270 18.7				14,190 18.6			
TV					TIM CONWAY SHOW (OP)				HAWAII FIVE-O				HAGEN			
AGE AUDIENCE (000) & %					13,350 17.5	17.6*		17.3*	11,370 14.9	14.5*		15.3*	11,750 15.4	15.5*		15.3*
RE OF AUDIENCE %					29	30 *		29 *	25	24 *		25 *	28	27 *		29 *
AUD. BY 1/4 HR. %					17.3	17.9	17.5	17.2	14.6	14.4	15.2	15.3	15.3	15.7	15.5	15.2
AUDIENCE (000) & %					16,630 21.8				13,810 18.1		12,060 15.8		11,980 15.7			
TV					B.J. AND THE BEAR (OP)				SANFORD		ME AND MAXX		PRIME TIME SATURDAY			
AGE AUDIENCE (000) & %					13,730 18.0	17.0*		19.0*	11,980 15.7		11,290 14.8		8,850 11.6	12.6*		10.7*
RE OF AUDIENCE %					30	29 *		31 *	26		24		21	22 *		20 *
AUD. BY 1/4 HR. %					15.9	18.2	19.0	19.1	15.7	15.7	14.9	14.7	12.9	12.2	11.1	10.3
OLDS USING TV (Def. 1)	WK. 1	50.0	50.9	52.7	54.2	54.7	55.1	56.2	57.6	59.0	60.0	60.0	60.1	57.8	57.7	55.5
	WK. 2	51.8	54.2	55.9	56.9	58.0	59.3	60.2	61.2	60.2	61.0	61.1	60.7	57.1	56.1	54.4

/ Households: 76,300,000

For explanation of symbols, See page A.

EVE.SAT. MAR.22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. MAR.16, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES																	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
LEVEL: 1000																	
ABC TV																	
AUDIENCE ids (000) & %	15,340 20.1		16,630 21.8			23,120 30.3			ABC SUNDAY NIGHT MOVIE FORCE 10 FROM HAVARONE (9:00-11:28PM)								
TENSPEED AND BROWN SHOE (OP)																	
AGE AUDIENCE ids (000) & %	11,520 15.1	13.7*	16.5*	13,430 17.6	17.3*	17.8*	14,650 19.2	18.4*	18.8*	19.5*	19.6*						
RE OF AUDIENCE %	24	22 *	25 *	26	26 *	26 *	31	27 *	28 *	30 *	32 *						
AUD. BY ¼ HR.	12.7	14.7	16.3	16.8	17.2	17.5	17.8	18.7	18.0	18.6	19.0	19.5	19.5	19.5	19.7		
DISNEY'S TV																	
AUDIENCE ids (000) & %	26,400 34.6		19,990 26.2			20,070 26.3			22,430 29.4		21,520 28.2		AFI SALTUES J. STEWART				
60 MINUTES																	
AGE AUDIENCE ids (000) & %	21,970 28.8	27.5*	30.1*	17,780 23.3	24.5	18,690 24.5	20,300 26.6	15,410 20.2	21.8*	20.2*	18.7*						
RE OF AUDIENCE %	45	45 *	45 *	35	36	36	39	32	33 *	31 *	31 *						
AUD. BY ¼ HR.	26.0	29.0	30.0	30.2	22.5	24.1	24.2	24.8	26.1	27.0	21.7	22.0	20.2	20.2	19.4	18.0	
ABC TV																	
AUDIENCE ids (000) & %	22,050 28.9		23,120 30.3			BIG EVENT SEMI-TOUGH (R)											
DISNEY'S WONDERFUL WORLD SON OF FLUBBER (OP)																	
AGE AUDIENCE ids (000) & %	13,120 17.2	14.1*	15.8*	19.3*	19.7*	19.7*	14,880 19.5	17.8*	21.0*	20.1*	19.1*						
RE OF AUDIENCE %	26	23 *	24 *	29 *	29 *	29 *	30	26 *	31 *	31 *	31 *						
AUD. BY ¼ HR.	13.9	14.3	15.5	16.1	19.4	19.2	19.9	17.6	18.0	21.2	20.8	20.3	19.9	19.4	18.9		
ABC TV																	
AUDIENCE ids (000) & %	13,050 17.1		13,510 17.7			18,460 24.2			ABC SUNDAY NIGHT MOVIE DR. ZHIVAGO, PART I (R)								
TENSPEED AND BROWN SHOE (OP)																	
AGE AUDIENCE ids (000) & %	10,150 13.3	12.7*	14.0*	10,530 13.8	13.3*	14.3*	14,190 18.6	17.5*	18.6*	19.7*	18.3*						
RE OF AUDIENCE %	22	22 *	22 *	21	21 *	21 *	28	26 *	27 *	30 *	29 *						
AUD. BY ¼ HR.	12.1	13.2	13.7	14.2	13.3	13.4	14.3	14.2	17.2	17.9	18.6	18.6	19.8	19.6	19.1	17.6	
DISNEY'S TV																	
AUDIENCE ids (000) & %	26,250 34.4		18,620 24.4			18,310 24.0			18,390 24.1		17,010 22.3		15,030 19.7		TRAPPER JOHN, M.D.		
60 MINUTES																	
AGE AUDIENCE ids (000) & %	21,360 28.0	27.0*	29.0*	17,090 22.4	22.1	16,860 22.1	16,860 22.1	15,790 20.7	12,970 17.0	17.1*	16.9*						
RE OF AUDIENCE %	46	47 *	46 *	35	33	33	33	31	27	26 *	27 *						
AUD. BY ¼ HR.	25.8	28.2	29.5	28.6	22.3	22.4	21.9	22.3	22.1	22.1	20.9	17.3	16.9	17.1	16.8		
ABC TV																	
AUDIENCE ids (000) & %	15,260 20.0		22,580 29.6			26,780 35.1			BIG EVENT SMOKEY AND THE BANDIT (R)								
DISNEY'S WONDERFUL WORLD THE SHAGGY D.A., PART I (R)																	
AGE AUDIENCE ids (000) & %	11,520 15.1	13.6*	16.6*	18,390 24.1	22.9*	25.4*	19,910 26.1	24.7*	26.2*	26.8*	26.6*						
RE OF AUDIENCE %	25	24 *	26 *	37	36 *	38 *	40	36 *	39 *	41 *	43 *						
AUD. BY ¼ HR.	12.9	14.3	15.7	22.2	23.7	24.8	25.9	24.7	24.7	25.8	26.6	26.9	26.6	26.8	26.5		
HOUSEHOLDS USING TV																	
Def. 1)	WK. 1	59.7	63.2	65.6	67.0	65.5	66.9	68.4	69.3	69.0	68.9	67.2	66.6	65.1	64.1	62.1	59.8
	WK. 2	56.2	59.4	62.0	63.4	63.9	65.0	66.4	67.8	67.9	67.8	67.8	67.9	65.2	64.2	63.4	61.5
Households: 76,300,000																	

For explanation of symbols, See page A.

EVE.SUN. MAR.23, 1980

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BS TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																
AUD. BY ¼ HR.	%	20.6	6.0	5.7												
AL AUDIENCE holds (000) & %	{															
BC TV																
AGE AUDIENCE holds (000) & %	{															
RE OF AUDIENCE %																

Households: 76,300,000
 SUNDAY NIGHT MOVIE, FORCE 10 FROM NAVARONE, ABC, (9:00-11:28PM)

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.10-14, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
L AUDIENCE olds (000) & %			4,960 6.5				5,880 7.7									
C TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
AGE AUDIENCE olds (000) & %			3,820 5.0				5,040 6.6									
IE OF AUDIENCE %			26				31									
AUD. BY ¼ HR. %			4.9 5.2				6.5 6.7									
L AUDIENCE olds (000) & %			3,430 4.5		3,200 4.2						3,890 5.1		3,130 4.1			
S TV			MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO				JEFFERSONS M-F		CELEBRITY WHEW (10:30-10:54AM) (OP)			
AGE AUDIENCE olds (000) & %			2,290 3.0		2,060 2.7		2.5*				3,360 4.4		2,820 3.7			
IE OF AUDIENCE %			16		13		12 *				20		17			
AUD. BY ¼ HR. %			3.1 3.1		2.3 2.7		2.7 2.9				4.3 4.6		3.5 3.9			
L AUDIENCE olds (000) & %			4,730 6.2				5,420 7.1				3,970 5.2		4,430 5.8			
C TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)			
AGE AUDIENCE olds (000) & %			3,740 4.9				4,500 5.9				3,430 4.5		3,890 5.1			
IE OF AUDIENCE %			25				28				20		23			
AUD. BY ¼ HR. %			4.6 5.1				5.9 5.9				4.4 4.6		5.1 5.1			
C TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
AGE AUDIENCE olds (000) & %			3,820 5.0				4,960 6.5									
IE OF AUDIENCE %			25				31									
AUD. BY ¼ HR. %			4.8 5.1				6.5 6.6									
L AUDIENCE olds (000) & %			3,590 4.7		3,820 5.0						3,510 4.6		3,130 4.1			
S TV			MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO				JEFFERSONS M-F		CELEBRITY WHEW (10:30-10:54AM) (OP)			
AGE AUDIENCE olds (000) & %			2,440 3.2		2,370 3.1		2.9*				3,050 4.0		2,820 3.7			
IE OF AUDIENCE %			17		15		14 *				19		18			
AUD. BY ¼ HR. %			3.3 3.3		2.7 3.0		3.2 3.4				3.8 4.2		3.6 3.8			
L AUDIENCE olds (000) & %			5,040 6.6				5,720 7.5				3,660 4.8		3,890 5.1			
C TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)			
AGE AUDIENCE olds (000) & %			4,120 5.4				4,730 6.2				3,200 4.2		3,430 4.5			
IE OF AUDIENCE %			27				29				20		22			
AUD. BY ¼ HR. %			5.2 5.6				6.3 6.1				4.1 4.2		4.4 4.6			
DS USING TV WK. 1	10.2	12.9	15.3	17.2	18.6	19.6	20.3	21.1	20.9	21.1	21.9	21.9	22.2	22.5	22.4	22.6
ef. 1) WK. 2	10.1	13.1	16.0	17.8	19.1	20.3	20.4	20.8	20.7	20.8	21.3	21.4	20.7	21.1	20.8	20.9

Households: 76,300,000

For explanation of symbols, See page A

DAY MON.-FRI. MAR.17-21, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.10-14, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
AL AUDIENCE holds (000) & %	{ 5,040 6.6		6,030 7.9		4,730 6.2		6,410 8.4		9,460 12.4				9,160 12.0			
3C TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)			
RAGE AUDIENCE holds (000) & %	{ 4,200 5.5		5,190 6.8		3,890 5.1		5,490 7.2		7,400 9.7	9.4*		10.0*	6,940 9.1	9.1*		9.1*
RE OF AUDIENCE %	25		28		19		26		33	32 *		34 *	31	31 *		30 *
AUD. BY ¼ HR. %	5.2	5.7	6.5	7.0	4.9	5.4	7.0	7.4	9.1	9.8	10.0	10.0	9.3	8.9	9.0	9.1
AL AUDIENCE holds (000) & %	{ 5,190 6.8		6,030 7.9				6,100 8.0		7,550 9.9				7,400 9.7			
3S TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
RAGE AUDIENCE holds (000) & %	{ 4,580 6.0		5,190 6.8				5,190 6.8		5,880 7.7	7.5*		7.9*	5,800 7.6	7.7*		7.4*
RE OF AUDIENCE %	27		29				24		27	27 *		27 *	26	26 *		25 *
AUD. BY ¼ HR. %	5.9	6.2	6.5	7.1			6.8	6.8	7.3	7.7	7.8	8.1	7.6	7.7	7.4	7.4
AL AUDIENCE holds (000) & %	{ 4,650 6.1		5,110 6.7		3,430 4.5		5,340 7.0		6,640 8.7				4,880 6.4		8,390 11.0	
BC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		CHAIN REACTION		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES				DOCTORS		ANOTHER WORLD	
RAGE AUDIENCE holds (000) & %	{ 4,120 5.4		4,430 5.8		3,050 4.0		4,580 6.0		4,810 6.3	6.3*		6.4*	4,350 5.7		5,950 7.8	7.1*
RE OF AUDIENCE %	24		24		15		21		21	21 *		22 *	19		24	24 *
AL AUDIENCE holds (000) & %	{ 4,500 5.9		5,950 7.8		4,500 5.9		6,410 8.4		9,840 12.9				9,310 12.2			
C TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)			
RAGE AUDIENCE holds (000) & %	{ 3,820 5.0		5,040 6.6		3,890 5.1		5,570 7.3		8,010 10.5	10.1*		10.9*	7,170 9.4	9.6*		9.3*
RE OF AUDIENCE %	24		28		20		26		36	35 *		36 *	32	33 *		31 *
AUD. BY ¼ HR. %	4.8	5.2	6.3	6.9	5.0	5.2	7.1	7.6	9.7	10.5	10.9	10.9	9.7	9.5	9.3	9.4
AL AUDIENCE holds (000) & %	{ 5,040 6.6		5,800 7.6				5,490 7.2		7,780 10.2				7,550 9.9			
S TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
RAGE AUDIENCE holds (000) & %	{ 4,430 5.8		5,040 6.6				4,880 6.4		6,030 7.9	7.8*		8.1*	5,880 7.7	7.7*		7.7*
RE OF AUDIENCE %	28		29				23		28	28 *		28 *	26	26 *		26 *
AUD. BY ¼ HR. %	5.4	6.1	6.5	6.8			6.4	6.4	7.6	7.9	8.0	8.2	7.7	7.7	7.7	7.8
AL AUDIENCE holds (000) & %	{ 4,650 6.1		5,260 6.9		3,820 5.0		5,490 7.2		6,790 8.9				5,570 7.3		9,080 11.9	
C TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		CHAIN REACTION		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES				DOCTORS		ANOTHER WORLD	
RAGE AUDIENCE holds (000) & %	{ 4,040 5.3		4,500 5.9		3,220 4.3		4,730 6.2		5,040 6.6	6.3*		7.0*	4,960 6.5		6,640 8.7	7.9*
RE OF AUDIENCE %	25		26		16		22		22	22 *		23 *	22		27	26 *
AUD. BY ¼ HR. %	5.1	5.5	5.7	6.2	4.0	4.6	6.2	6.2	6.3	6.3	6.9	7.1	6.4	6.6	7.7	8.2
DS USING TV WK. 1	22.3	23.0	23.7	25.0	27.2	28.6	28.6	29.0	28.9	29.7	29.1	29.4	28.9	29.1	29.5	30.4
ef. 1) WK. 2	21.2	22.1	22.9	24.4	26.3	27.7	28.0	28.0	28.1	28.9	29.0	29.6	28.9	29.2	29.8	30.9
ouseholds. 76,300,000																

For explanation of symbols, See page A

DAY MON.-FRI. MAR.17-21, 1980

DAY MON.-FRI. MAR.10-14, 1980

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.17-21, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. MAR. 15, 1980

ME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AUDIENCE (000) & %					4,880 6.4	6,180 8.1	5,260 6.9	4,350 5.7	4,650 6.1	6,710 8.8						
TV					GREATEST SUPERFRIENDS-1	GREATEST SUPERFRIENDS-2 (OP)	PLASTICMAN COMEDY-SHOW-1	PLASTICMAN COMEDY-SHOW-2	PLASTICMAN COMEDY-SHOW-3 (OP)	SCOOBY AND SCRAPPY DOO-1						
AGE AUDIENCE (000) & %					4,040 5.3	5,110 6.7	4,350 5.7	3,590 4.7	3,740 4.9	5,570 7.3						
OF AUDIENCE %					33	34	24	19	20	29						
AUD. BY ¼ HR.					5.0	5.6	5.6	5.8	4.7	7.1						
AUDIENCE (000) & %					4,040 5.3	4,430 5.8	6,870 9.0	9,160 12.0	9,540 12.5	7,940 10.4						
TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)	MIGHTY MOUSE- HECKL-JECKL2 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3 (OP)	ALL NEW POPEYE HOUR 1 (OP)						
AGE AUDIENCE (000) & %					3,280 4.3	3,740 4.9	5,720 7.5	7,480 9.8	7,780 10.2	6,710 8.8						
OF AUDIENCE %					25	24	32	38	41	34						
AUD. BY ¼ HR.					3.9	4.7	6.9	8.2	10.3	9.1						
AUDIENCE (000) & %					3,660 4.8	4,810 6.3	6,180 8.1	6,560 8.6	5,720 7.5	5,040 6.6						
TV					BAY CITY ROLLERS (SUS)	GODZILLA/ GLOBETROTTERS 1	GODZILLA/ GLOBETROTTERS 2 (OP)	FRED & BARNEY/SHMOO 1	FRED & BARNEY/SHMOO 2 (OP)	FRED & BARNEY/SHMOO 3 (OP)	DAFFY DUCK SHOW (OP)					
AGE AUDIENCE (000) & %					3,130 4.1	4,120 5.4	5,260 6.9	5,650 7.4	4,880 6.4	3,890 5.1						
OF AUDIENCE %					26	27	30	29	26	20						
AUD. BY ¼ HR.					4.4	5.2	6.7	7.1	6.9	5.0						
AUDIENCE (000) & %					4,580 6.0	6,330 8.3	5,570 7.3	5,420 7.1	5,420 7.1	6,710 8.8						
TV					GREATEST SUPERFRIENDS-1	GREATEST SUPERFRIENDS-2 (OP)	PLASTICMAN COMEDY-SHOW-1	PLASTICMAN COMEDY-SHOW-2	PLASTICMAN COMEDY-SHOW-3 (OP)	SCOOBY AND SCRAPPY DOO-1						
AGE AUDIENCE (000) & %					4,040 5.3	5,190 6.8	4,650 6.1	4,500 5.9	4,650 6.1	5,800 7.6						
OF AUDIENCE %					32	32	25	23	23	29						
AUD. BY ¼ HR.					4.8	5.7	6.0	6.1	5.8	7.4						
AUDIENCE (000) & %					4,350 5.7	5,720 7.5	7,860 10.3	8,850 11.6	9,380 12.3	8,320 10.9						
TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)	MIGHTY MOUSE- HECKL-JECKL2 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3 (OP)	ALL NEW POPEYE HOUR 1 (OP)						
AGE AUDIENCE (000) & %					3,360 4.4	4,500 5.9	6,710 8.8	7,860 10.3	8,090 10.6	7,020 9.2						
OF AUDIENCE %					25	27	36	39	38	33						
AUD. BY ¼ HR.					4.0	4.7	8.1	9.5	10.5	9.7						
AUDIENCE (000) & %					4,200 5.5	4,810 6.3	6,030 7.9	6,560 8.6	7,020 9.2	6,560 8.6						
TV					BAY CITY ROLLERS (SUS)	GODZILLA/ GLOBETROTTERS 1	GODZILLA/ GLOBETROTTERS 2 (OP)	FRED & BARNEY/SHMOO 1	FRED & BARNEY/SHMOO 2 (OP)	FRED & BARNEY/SHMOO 3 (OP)	DAFFY DUCK SHOW (OP)					
AGE AUDIENCE (000) & %					3,430 4.5	4,120 5.4	5,340 7.0	6,100 8.0	6,030 7.9	5,340 7.0						
OF AUDIENCE %					27	25	29	31	30	26						
AUD. BY ¼ HR.					4.2	4.7	6.6	7.4	8.0	6.9						
DS USING TV	WK. 1	7.0	8.9	11.0	13.9	16.4	18.2	19.8	21.2	22.7	24.6	25.6	25.4	24.6	25.0	25.4
(ref. 1)	WK. 2	6.3	8.5	10.2	12.9	16.8	18.7	20.9	22.9	23.5	25.5	26.8	26.0	27.0	28.6	26.1

Households: 76,300,000

For explanation of symbols, See page A.
DAY SAT. MAR. 22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. MAR.15, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
AUDIENCE lds (000) & %	7,100 9.3		5,570 7.3		5,880 7.7		6,790 8.9						3,660 4.8			4,040 5.3
C TV	SCOOBY AND SCRAPPY DOO-2 (OP)		CAPT. CAVEMAN- TEEN ANGELS (OP)		ABC WEEKEND SPECIALS THE GIRL WITH ESP		AMERICAN BANDSTAND '80						WORLD SERIES-AUTO RACING			AMERICAN SPORTS- MAN
AGE AUDIENCE lds (000) & %	5,880 7.7		4,730 6.2		4,810 6.3		3,890 5.1	4.5*			5.7*		2,370 3.1	2.8*		2,820 3.7
% OF AUDIENCE	31		25		24		19	17 *			20 *		11	10 *		12
AUD. BY 1/4 HR.	7.6	7.7	6.3	6.1	6.2	6.4	4.2	4.7		5.7	5.6		2.9	2.8	3.5	3.2
AUDIENCE lds (000) & %	7,320 9.6		5,880 7.7		5,260 6.9		5,720 7.5		5,800 7.6		4,500 5.9					
S TV	ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		SHAZAM (OP)		TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		30 MINUTES					
AGE AUDIENCE lds (000) & %	6,030 7.9		4,880 6.4		4,270 5.6		4,730 6.2		4,880 6.4		3,660 4.8					
% OF AUDIENCE	31		25		22		23		23		17					
AUD. BY 1/4 HR.	8.2	7.6	6.2	6.6	5.1	6.1	6.3	6.2	6.5	6.4	4.9	4.6				
AUDIENCE lds (000) & %	4,350 5.7		4,040 5.3		3,820 5.0		2,980 3.9				4,880 6.4	12,510 16.4				
C TV	CASPER AND THE ANGELS (OP)		JETSONS (OP)		HOT HERO SANDWICH PART I		HOT HERO SANDWICH PART II				NCAA CHAMP SERIES-SAT-1 CLEMSON VS UCLA (1:45-3:52PM)					
AGE AUDIENCE lds (000) & %	3,590 4.7		3,510 4.6		2,820 3.7		2,520 3.3				4,730 6.2	6,640 8.7				
% OF AUDIENCE	19		19		14		12				23	30				
AUD. BY 1/4 HR.	4.7	4.6	4.5		4.0	3.3	3.3	3.3			6.2	7.4	8.0	8.0*	8.7	8.9*
AUDIENCE lds (000) & %	6,790 8.9		5,260 6.9		5,950 7.8		5,260 6.9						3,890 5.1			6,710 8.8
C TV	SCOOBY AND SCRAPPY DOO-2 (OP)		CAPT. CAVEMAN- TEEN ANGELS (OP)		ABC WEEKEND SPECIALS THE INCREDIBLE DETECTIVES		AMERICAN BANDSTAND '80						WORLD SERIES-AUTO RACING			AMERICAN SPORTS- MAN
AGE AUDIENCE lds (000) & %	5,880 7.7		4,650 6.1		4,880 6.4		3,050 4.0	3.7*			4.4*		2,820 3.7			4,200 5.5
% OF AUDIENCE	28		22		23		14	13 *			15 *		12	3.6*		17
AUD. BY 1/4 HR.	7.8	7.6	6.0	6.2	6.1	6.7	3.7	3.6	4.1	4.6			3.5	3.6	3.9	4.3
AUDIENCE lds (000) & %	8,010 10.5		7,630 10.0		6,180 8.1		6,030 7.9		6,870 9.0		4,960 6.5					
S TV	ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		SHAZAM (OP)		TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		30 MINUTES					
AGE AUDIENCE lds (000) & %	6,940 9.1		6,490 8.5		4,880 6.4		5,490 7.2		5,650 7.4		3,740 4.9					
% OF AUDIENCE	33		30		23		26		25		16					
AUD. BY 1/4 HR.	9.3	9.0	8.5	8.5	6.3	6.5	7.2	7.2	7.4	7.4	4.9	4.9				
AUDIENCE lds (000) & %	4,120 5.4		4,430 5.8		3,200 4.2		3,510 4.6		4,430 5.8	13,280 17.4						
C TV	CASPER AND THE ANGELS (OP)		JETSONS (OP)		HOT HERO SANDWICH PART I		HOT HERO SANDWICH PART II				NCAA CHAMP SERIES-SAT-1 IOWA VS LOUISVILLE (1:15-3:22PM)					
AGE AUDIENCE lds (000) & %	3,510 4.6		3,890 5.1		2,590 3.4		2,820 3.7		4,120 5.4	7,320 9.6						
% OF AUDIENCE	17		18		12		13		20	31						
AUD. BY 1/4 HR.	4.7	4.5	5.3	4.9	3.5	3.4	3.7	3.7	5.4	7.1	8.4	8.9	9.1	9.6	10.5	11.0
DS USING TV ef. 1)	WK. 1 25.8	WK. 2 25.7	25.1	25.5	25.6	26.0	26.3	27.1	27.9	28.9	28.4	27.9	27.4	28.1	29.6	30.4
Households: 76,300,000	28.2	27.8	27.8	28.4	27.6	27.6	27.8	28.2	28.7	29.9	30.4	31.4	30.9	31.5	32.3	31.1

For explanation of symbols See page A

DAY SAT. MAR.22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. MAR.15, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
C TV																
AUDIENCE ids (000) & %	<div> <div>9,770 12.8</div> <div>PRO BOWLERS TOUR</div> <div>14,120 18.5</div> <div>ABC WIDE WORLD-SPORTS SAT</div> </div>															
AGE AUDIENCE ids (000) & %	<div> <div>5,570</div> <div>7.1*</div> <div>8.1*</div> <div>7,940</div> </div>															
% OF AUDIENCE	<div> <div>3.9*</div> <div>7.1*</div> <div>8.1*</div> <div>10.4</div> </div>															
AUD. BY ¼ HR.	<div> <div>3.9</div> <div>7.1</div> <div>8.2</div> <div>8.4</div> </div>															
S TV																
AUDIENCE ids (000) & %	<div> <div>2,900 3.8</div> <div>FESTIVAL OF LIVELY ARTS YOUNG PERFORMERS</div> <div>4,880 6.4</div> <div>DORAL EASTERN OPEN-SAT</div> <div>7,170 9.4</div> <div>CBS SPORTS SPECTACULAR</div> <div>10,450 13.7</div> <div>CBS SAT. NEWS-SCHIEFFER</div> </div>															
AGE AUDIENCE ids (000) & %	<div> <div>1,750</div> <div>3,280</div> <div>4,040</div> <div>8,770</div> </div>															
% OF AUDIENCE	<div> <div>2.3</div> <div>4.3</div> <div>5.3</div> <div>11.5</div> </div>															
AUD. BY ¼ HR.	<div> <div>2.3</div> <div>4.5</div> <div>4.3</div> <div>10.9</div> </div>															
C TV																
AUDIENCE ids (000) & %	<div> <div>14,190 18.6</div> <div>NCAA CHAMP. SERIES-SAT-1 CLEMSON VS. UCLA (1:45-3:52PM)(-OP)</div> <div>NCAA CHAMP. SERIES-SAT-2 PURDUE VS. DUKE (3:32-6:00PM)</div> <div>7,100 9.3</div> <div>NBC NIGHTLY NEWS-SAT.</div> </div>															
AGE AUDIENCE ids (000) & %	<div> <div>8,240</div> <div>11.2*</div> <div>11.3*</div> <div>8,180</div> </div>															
% OF AUDIENCE	<div> <div>9.4*</div> <div>11.2*</div> <div>11.3*</div> <div>8.1</div> </div>															
AUD. BY ¼ HR.	<div> <div>9.6</div> <div>10.1</div> <div>11.2</div> <div>8.0</div> </div>															
C TV																
AUDIENCE ids (000) & %	<div> <div>10,610 13.9</div> <div>PRO BOWLERS TOUR</div> <div>14,730 19.3</div> <div>ABC WIDE WORLD-SPORTS SAT</div> </div>															
AGE AUDIENCE ids (000) & %	<div> <div>6,490</div> <div>8,320</div> </div>															
% OF AUDIENCE	<div> <div>6.1*</div> <div>10.9</div> <div>10.5*</div> <div>11.1*</div> </div>															
AUD. BY ¼ HR.	<div> <div>5.6</div> <div>10.5</div> <div>10.5</div> <div>10.8</div> </div>															
S TV																
AUDIENCE ids (000) & %	<div> <div>4,120 5.4</div> <div>TOURN. PLAYERS CHAMP.-SAT</div> <div>8,090 10.6</div> <div>CBS SPORTS SPECTACULAR</div> <div>8,700 11.4</div> <div>CBS SAT. NEWS-SCHIEFFER</div> </div>															
AGE AUDIENCE ids (000) & %	<div> <div>1,910</div> <div>3,430</div> </div>															
% OF AUDIENCE	<div> <div>2.5</div> <div>4.5</div> <div>4.6*</div> <div>5.8*</div> </div>															
AUD. BY ¼ HR.	<div> <div>2.4</div> <div>2.9</div> <div>4.6</div> <div>6.4</div> </div>															
C TV																
AUDIENCE ids (000) & %	<div> <div>8,770 11.5</div> <div>15,180 19.9</div> <div>NCAA CHAMP. SERIES-SAT-2 PURDUE VS. UCLA (3:39-5:48PM)(-OP)</div> <div>7,400 9.7</div> <div>8,850 11.6</div> <div>NBC NIGHTLY NEWS-SAT.</div> </div>															
AGE AUDIENCE ids (000) & %	<div> <div>8,090</div> <div>9,460</div> </div>															
% OF AUDIENCE	<div> <div>10.6</div> <div>12.4</div> <div>11.5*</div> <div>12.5*</div> </div>															
AUD. BY ¼ HR.	<div> <div>11.5</div> <div>11.0</div> <div>11.7</div> <div>12.3</div> </div>															
DS USING TV																
Wk. 1	29.8	30.4	31.8	32.7	33.7	35.1	36.5	37.9	37.2	38.2	39.9	41.6	43.3	46.1	47.6	49.4
Wk. 2	31.1	32.5	32.8	34.2	35.6	37.3	37.2	38.1	39.1	39.9	41.6	42.2	44.6	45.4	46.8	49.2

Households: 76,300,000

A CHMP, IOWA V LOUISVILLE, NBC(1:15-3:22PM)(S) (2) NCAA SEMI-FINAL SPECIAL, NBC, (3:22-3:39PM)(S)
A CHAMP. SERIES-POST, NBC, (5:48-6:00PM)(S)

For explanation of symbols, See page A.

DAY SAT. MAR.22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAR.16, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE holds (000) & %													3,590 4.7			
BC TV													KIDS ARE PEOPLE TOO I (SUS)	KIDS ARE PEOPLE TOO II		
AGE AUDIENCE holds (000) & %														2,980 3.9		
RE OF AUDIENCE %														18		
AUD. BY ¼ HR.														3.8	4.0	

TOTAL AUDIENCE holds (000) & %													920 1.2	1,070 1.4	4,200 5.5			
BS TV													SKATEBIRDS (OP)	JASON OF STAR COMMAND (OP)	SUNDAY MORNING	FOR OUR TIMES (SUS)		
AGE AUDIENCE holds (000) & %													690 .9	840 1.1	2,670 3.5	3.1*	3.9*	3.7*
RE OF AUDIENCE %													8 .8	7 .9	17 2.9	17* 3.3	19* 3.8	17* 3.6
AUD. BY ¼ HR.														1.3				

TOTAL AUDIENCE holds (000) & %																
BC TV																
AGE AUDIENCE holds (000) & %																
RE OF AUDIENCE %																
AUD. BY ¼ HR.																

TOTAL AUDIENCE holds (000) & %													3,280 4.3			
BC TV													KIDS ARE PEOPLE TOO I (SUS)	KIDS ARE PEOPLE TOO II		
AGE AUDIENCE holds (000) & %														2,750 3.6		
RE OF AUDIENCE %														16		
AUD. BY ¼ HR.														3.5	3.7	

TOTAL AUDIENCE holds (000) & %													1,220 1.6	5,190 6.8			
S TV													SKATEBIRDS (OP)	SUNDAY MORNING	FOR OUR TIMES (SUS)		
AGE AUDIENCE holds (000) & %													840 1.1	3,130 4.1	3.7*	4.3*	4.3*
RE OF AUDIENCE %													10 .9	20 3.6	19* 3.9	21* 4.3	19* 4.4
AUD. BY ¼ HR.													1.4				

TOTAL AUDIENCE holds (000) & %																
BC TV																
AGE AUDIENCE holds (000) & %																
RE OF AUDIENCE %																
AUD. BY ¼ HR.																

US USING TV WK. 1	4.6	5.9	7.8	9.6	12.2	13.9	15.3	17.2	18.3	19.6	20.4	20.7	21.7	22.8	22.0	21.5
Ref. 1) WK. 2	4.9	5.7	7.0	8.6	10.7	12.7	14.8	17.2	18.5	20.0	20.4	21.1	21.8	23.4	22.6	21.9

Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. MAR.23, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAR.16, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
C TV AUDIENCE (000) & % AGE AUDIENCE (000) & % % OF AUDIENCE AUD. BY ¼ HR.	4,270 5.6 KIDS ARE PEOPLE TOO III (OP)	3,200 4.2 ANIMALS, ANIMALS (OP)	4,650 6.1 ISSUES AND ANSWERS	DIRECTIONS (SUS)									9,380 12.3 SUPERSTARS			
S TV AUDIENCE (000) & % AGE AUDIENCE (000) & % % OF AUDIENCE AUD. BY ¼ HR.	3,430 4.5 21 4.4	2,670 3.5 15 3.5	3,970 5.2 20 4.9	5.4									5,190 6.8 21 5.2	5.6* 18* 6.0	6.8* 21* 6.6	7.1
C TV AUDIENCE (000) & % AGE AUDIENCE (000) & % % OF AUDIENCE AUD. BY ¼ HR.		4,040 5.3 FACE THE NATION							6,560 8.6 CBS SPORTS SPEC. SP. ED.				7,710 10.1 NBA BASKETBALL GAME VARIOUS TEAMS AND TIMES (2:00-4:23PM)			
S TV AUDIENCE (000) & % AGE AUDIENCE (000) & % % OF AUDIENCE AUD. BY ¼ HR.		3,360 4.4 18 4.3	4.5						4,200 5.5 18 5.0	5.1* 17* 5.2	6.0* 20* 6.0		2,750 3.6 11 4.2	3.9* 13* 3.6	3.0* 9* 3.1	3.0
C TV AUDIENCE (000) & % AGE AUDIENCE (000) & % % OF AUDIENCE AUD. BY ¼ HR.					4,430 5.8 MEET THE PRESS				12,130 15.9 NCAA CHAMP. SERIES-SUN-I GEORGETOWN VS IOWA (1:00-3:02PM)							
S TV AUDIENCE (000) & % AGE AUDIENCE (000) & % % OF AUDIENCE AUD. BY ¼ HR.					3,740 4.9 18 5.1	4.6			6,030 7.9 26 6.2	6.8* 23* 7.4	7.6* 25* 7.8		8.0* 26* 8.1	7.9	8.8	9.1* 29* 9.5
C TV AUDIENCE (000) & % AGE AUDIENCE (000) & % % OF AUDIENCE AUD. BY ¼ HR.	3,740 4.9 KIDS ARE PEOPLE TOO III (OP)	2,590 3.4 ANIMALS, ANIMALS (OP)	3,510 4.6 ISSUES AND ANSWERS (SUS)(OP)	DIRECTIONS (SUS)									10,070 13.2 SUPERSTARS			
S TV AUDIENCE (000) & % AGE AUDIENCE (000) & % % OF AUDIENCE AUD. BY ¼ HR.	3,130 4.1 19 4.1	2,060 2.7 12 2.7	2,980 3.9 16 3.8	3.9									5,260 6.9 23 4.9	5.2* 18* 5.5	6.8* 23* 6.1	7.5
S TV AUDIENCE (000) & % AGE AUDIENCE (000) & % % OF AUDIENCE AUD. BY ¼ HR.		3,360 4.4 FACE THE NATION							9,690 12.7 NBA BASKETBALL GAME VARIOUS TEAMS AND TIMES (1:00-3:30PM)							
S TV AUDIENCE (000) & % AGE AUDIENCE (000) & % % OF AUDIENCE AUD. BY ¼ HR.		2,590 3.4 16 3.4	3.4						3,660 4.8 17 3.5	4.0* 16* 4.6	4.9* 18* 5.2		5.0* 18* 5.5	4.6	4.8	4.7* 16* 4.5
C TV AUDIENCE (000) & % AGE AUDIENCE (000) & % % OF AUDIENCE AUD. BY ¼ HR.					5,260 6.9 MEET THE PRESS											
S TV AUDIENCE (000) & % AGE AUDIENCE (000) & % % OF AUDIENCE AUD. BY ¼ HR.					3,970 5.2 21 5.4	4.9										

HOUSEHOLDS USING TV (Def. 1)	WK. 1	WK. 2	21.4	21.3	22.5	23.8	24.9	26.6	27.4	28.3	29.2	30.4	31.0	31.8	32.2	32.4	33.3	33.7
			21.7	21.7	21.5	22.0	23.2	24.6	24.8	25.3	25.7	27.1	27.3	28.4	29.1	29.3	29.1	30.5

Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. MAR.23, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAR. 16, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
ALL AUDIENCE holds (000) & %	11,900 15.6															
PROGRAM	SUPER-INT'L CHAMPIONSHIP BOXING															
ALL AUDIENCE holds (000) & %	17,930 23.5															
PROGRAM	ABC WIDE WORLD-SPORTS SUN															
ALL AUDIENCE holds (000) & %	9,690 12.7															
PROGRAM	ABC WRD NEWS TONIGHT-SUN															
AGE AUDIENCE holds (000) & %	7,860 10.3															
RE OF AUDIENCE %	28															
AUD. BY ¼ HR.	9.2															
AGE AUDIENCE holds (000) & %	10.1*															
RE OF AUDIENCE %	28 *															
AUD. BY ¼ HR.	10.5															
AGE AUDIENCE holds (000) & %	11.2*															
RE OF AUDIENCE %	30 *															
AUD. BY ¼ HR.	11.9															
AGE AUDIENCE holds (000) & %	10,380 13.6															
RE OF AUDIENCE %	32															
AUD. BY ¼ HR.	12.3															
AGE AUDIENCE holds (000) & %	12.7*															
RE OF AUDIENCE %	31 *															
AUD. BY ¼ HR.	13.1															
AGE AUDIENCE holds (000) & %	13.3*															
RE OF AUDIENCE %	31 *															
AUD. BY ¼ HR.	13.4															
AGE AUDIENCE holds (000) & %	14.8*															
RE OF AUDIENCE %	32 *															
AUD. BY ¼ HR.	15.5															
AGE AUDIENCE holds (000) & %	8,470 11.1															
RE OF AUDIENCE %	22															
AUD. BY ¼ HR.	10.9															
AGE AUDIENCE holds (000) & %	11.4															
PROGRAM	11.4															
CBS TV																
ALL AUDIENCE holds (000) & %	9,840 12.9															
PROGRAM	NBA BASKETBALL GAME VARIOUS TEAMS & TIMES (2:00-4:23PM)(+OP)															
ALL AUDIENCE holds (000) & %	5,570 7.3															
PROGRAM	DORAL EASTERN OPEN-SUN (4:23-8:30PM)															
ALL AUDIENCE holds (000) & %	8,570 11.6															
PROGRAM	CBS EVENING NEWS DEAN(B)															
AGE AUDIENCE holds (000) & %	3.2*															
RE OF AUDIENCE %	10 *															
AUD. BY ¼ HR.	3.3															
AGE AUDIENCE holds (000) & %	3.6*															
RE OF AUDIENCE %	10 *															
AUD. BY ¼ HR.	3.4															
AGE AUDIENCE holds (000) & %	4,960 6.5															
RE OF AUDIENCE %	15															
AUD. BY ¼ HR.	4.7															
AGE AUDIENCE holds (000) & %	5.0*															
RE OF AUDIENCE %	13 *															
AUD. BY ¼ HR.	5.2															
AGE AUDIENCE holds (000) & %	6.1*															
RE OF AUDIENCE %	15 *															
AUD. BY ¼ HR.	5.9															
AGE AUDIENCE holds (000) & %	6.9*															
RE OF AUDIENCE %	16 *															
AUD. BY ¼ HR.	6.7															
AGE AUDIENCE holds (000) & %	8.2*															
RE OF AUDIENCE %	17 *															
AUD. BY ¼ HR.	7.9															
AGE AUDIENCE holds (000) & %	4,650 6.1															
RE OF AUDIENCE %	11															
AUD. BY ¼ HR.	5.7															
AGE AUDIENCE holds (000) & %	6.5															
PROGRAM	6.5															
NBC TV																
ALL AUDIENCE holds (000) & %	13,810 18.1															
PROGRAM	NCAA CHAMP. SERIES-SUN-2 LOUISVILLE VS LSU (3:02-5:12PM)(OP)(+OP)															
ALL AUDIENCE holds (000) & %	7,100 9.3															
PROGRAM	SPORTSWORLD (5:12-6:00PM)															
ALL AUDIENCE holds (000) & %	8,850 11.6															
PROGRAM	NBC NIGHTLY NEWS-SUN.															
AGE AUDIENCE holds (000) & %	6,940 9.1															
RE OF AUDIENCE %	25															
AUD. BY ¼ HR.	7.9															
AGE AUDIENCE holds (000) & %	7.9*															
RE OF AUDIENCE %	24 *															
AUD. BY ¼ HR.	8.0															
AGE AUDIENCE holds (000) & %	8.0*															
RE OF AUDIENCE %	23 *															
AUD. BY ¼ HR.	8.2															
AGE AUDIENCE holds (000) & %	8.7*															
RE OF AUDIENCE %	24 *															
AUD. BY ¼ HR.	9.4															
AGE AUDIENCE holds (000) & %	11.1*															
RE OF AUDIENCE %	28 *															
AUD. BY ¼ HR.	11.0															
AGE AUDIENCE holds (000) & %	4,730 6.2															
RE OF AUDIENCE %	15															
AUD. BY ¼ HR.	6.7															
AGE AUDIENCE holds (000) & %	6.0*															
RE OF AUDIENCE %	14 *															
AUD. BY ¼ HR.	6.0															
AGE AUDIENCE holds (000) & %	9,610 12.6															
PROGRAM	ABC WRD NEWS TONIGHT-SUN															
ALL AUDIENCE holds (000) & %	8,930 11.7															
PROGRAM	SUPERSTARS															
ALL AUDIENCE holds (000) & %	12,740 16.7															
PROGRAM	JOHN DENVER-PRO-AM SKIING															
ALL AUDIENCE holds (000) & %	8,240 10.8															
PROGRAM	ABC WIDE WORLD-SPORTS SUN															
ALL AUDIENCE holds (000) & %	8,090 10.6															
PROGRAM	ABC WRD NEWS TONIGHT-SUN															
AGE AUDIENCE holds (000) & %	8.6*															
RE OF AUDIENCE %	27 *															
AUD. BY ¼ HR.	8.4															
AGE AUDIENCE holds (000) & %	7.3															
RE OF AUDIENCE %	22															
AUD. BY ¼ HR.	8.8															
AGE AUDIENCE holds (000) & %	7.0*															
RE OF AUDIENCE %	21 *															
AUD. BY ¼ HR.	7.1															
AGE AUDIENCE holds (000) & %	7.6*															
RE OF AUDIENCE %	22 *															
AUD. BY ¼ HR.	8.0															
AGE AUDIENCE holds (000) & %	10.8															
RE OF AUDIENCE %	27															
AUD. BY ¼ HR.	9.5															
AGE AUDIENCE holds (000) & %	9.8*															
RE OF AUDIENCE %	26 *															
AUD. BY ¼ HR.	10.2															
AGE AUDIENCE holds (000) & %	11.0*															
RE OF AUDIENCE %	27 *															
AUD. BY ¼ HR.	10.6															
AGE AUDIENCE holds (000) & %	11.5*															
RE OF AUDIENCE %	27 *															
AUD. BY ¼ HR.	11.4															
AGE AUDIENCE holds (000) & %	11.6															
PROGRAM	11.6															
CBS TV																
ALL AUDIENCE holds (000) & %	8,850 11.6															
PROGRAM	NBA BASKETBALL GAME VARIOUS TEAMS & TIMES (1:00-3:30PM)+															
ALL AUDIENCE holds (000) & %	9,540 12.5															
PROGRAM	TOURN. PLAYERS CHAMP.-SUN															
ALL AUDIENCE holds (000) & %	7,940 10.4															
PROGRAM	CBS EVENING NEWS DEAN															
AGE AUDIENCE holds (000) & %	5.4*															
RE OF AUDIENCE %	17 *															
AUD. BY ¼ HR.	5.3															
AGE AUDIENCE holds (000) & %	6.3															
RE OF AUDIENCE %	17															
AUD. BY ¼ HR.	5.4															
AGE AUDIENCE holds (000) & %	5.9*															
RE OF AUDIENCE %	18 *															
AUD. BY ¼ HR.	5.6															
AGE AUDIENCE holds (000) & %	5.7*															
RE OF AUDIENCE %	17 *															
AUD. BY ¼ HR.	6.0															
AGE AUDIENCE holds (000) & %	6.5*															
RE OF AUDIENCE %	17 *															
AUD. BY ¼ HR.	6.4															
AGE AUDIENCE holds (000) & %	6.6*															
RE OF AUDIENCE %	17 *															
AUD. BY ¼ HR.	6.6															
AGE AUDIENCE holds (000) & %	6.7*															
RE OF AUDIENCE %	17 *															
AUD. BY ¼ HR.	6.7															
AGE AUDIENCE holds (000) & %	6.7*															
RE OF AUDIENCE %	17 *															
AUD. BY ¼ HR.	6.8															
AGE AUDIENCE holds (000) & %	6.7															
PROGRAM	6.7															
NBC TV																
ALL AUDIENCE holds (000) & %	4,730 6.2															
PROGRAM	NBC'S OLYMPIC DIARY															
ALL AUDIENCE holds (000) & %	12,740 16.7															
PROGRAM	SPORTSWORLD (4:00-6:11PM)															
ALL AUDIENCE holds (000) & %	8,090 10.6															
PROGRAM	NBC NIGHTLY NEWS-SUN.															
AGE AUDIENCE holds (000) & %	2,440 3.2															
RE OF AUDIENCE %	10															
AUD. BY ¼ HR.	2.3															
AGE AUDIENCE holds (000) & %	2.3*															
RE OF AUDIENCE %	7 *															
AUD. BY ¼ HR.	2.3															
AGE AUDIENCE holds (000) & %	4.1*															
RE OF AUDIENCE %	13 *															
AUD. BY ¼ HR.	3.8															
AGE AUDIENCE holds (000) & %	7.3															
RE OF AUDIENCE %	19															
AUD. BY ¼ HR.	6.5															
AGE AUDIENCE holds (000) & %	6.6*															
RE OF AUDIENCE %	19 *															
AUD. BY ¼ HR.	6.8															
AGE AUDIENCE holds (000) & %	7.1*															
RE OF AUDIENCE %	19 *															
AUD. BY ¼ HR.	7.3															
AGE AUDIENCE holds (000) & %	7.4*															
RE OF AUDIENCE %	19 *															
AUD. BY ¼ HR.	7.6															
AGE AUDIENCE holds (000) & %	7.5*															
RE OF AUDIENCE %	19 *															
AUD. BY ¼ HR.	7.3															
AGE AUDIENCE holds (000) & %	7.8															
PROGRAM	7.8															
CBS TV																
ALL AUDIENCE holds (000) & %	50.3															
PROGRAM	51.7															
ALL AUDIENCE holds (000) & %	53.7															
PROGRAM	56.0															
ALL AUDIENCE holds (000) & %	53.0															
PROGRAM	53.0															

HOUSEHOLDS USING TV WK. 1	33.6	34.3	36.0	37.2	38.4	40.8	42.1	42.5	43.1	43.9	45.6	48.2	50.3	51.7	53.7	56.0
Def. 1)	31.6	32.9	33.0	34.2	34.1	36.1	38.5	40.1	41.0	42.4	42.8	44.2	46.7	47.6	50.8	53.0

Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. MAR. 23, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					TELE- CAST DAYS	WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE				AVG. AUD. BY 1/4 HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			%	HOUSEHOLDS (000)	SHARE %				
EVENING TUESDAY																	
ABC '80 VOTE 8.16PM-TUE(S)	1	8.16- 8.18PM	8.15	14,950	19.6	14,880	19.5	31	19.5								
ABC '80 VOTE 8.24PM-TUE(S)	2	8.24- 8.26PM	8.15							15,260	20.0	14,950	19.6	32			
ABC '80 VOTE 9.02PM-TUE(S)	2	9.02- 9.04PM	9.00							14,800	19.4	14,500	19.0	29			
CBS CBS NEWS SPECIAL RPT-8.13(SUS)	1	8.13- 8.15PM	8.00														
CBS CBS NEWS SPECIAL RPT-8.45(SUS)	2	8.45- 8.47PM	8.45														
CBS CBS NEWS SPECIAL RPT-9.40(SUS)	1	9.40- 9.41PM	9.30														
CBS CBS NEWS SPECIAL RPT-9.52(SUS)	2	9.52- 9.54PM	9.45														
EVENING FRIDAY																	
CBS DUKES OF HAZZARD	1	9.38-10.38PM	+GRID 10.30	25,560	33.5	20,600	27.0	43									
									28.9								
CBS DALLAS	1	10.38-11.38PM	+GRID 11.00	24,640	32.3	19,610	25.7	45									
			11.15				25.9*	46*	26.2								
			11.30						25.6								
NBC PINK LADY	1	9.34-10.34PM	+GRID 10.30	12,740	16.7	8,700	11.4	18									
									9.4								
NBC BEST-SATURDAY NIGHT LIVE	1	10.34-11.34PM	+GRID 11.00	11,750	15.4	7,480	9.8	17									
									10.4								
			11.15				9.9*	18*	9.3								
			11.30						10.0								
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	14,500	19.0	14,500	19.0	32	19.0	15,640	20.5	15,640	20.5	34			
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	7,020	9.2	6,710	8.8	18	8.8	5,260	6.9	5,260	6.9	14			
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	8,620	11.3	8,620	11.3	20	11.3	12,360	16.2	12,360	16.2	26			
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	14,270	18.7	14,270	18.7	32	18.7	12,510	16.4	12,510	16.4	27			
NBC SATURDAY NIGHT	1	11.30-12.53AM	11.30	15,410	20.2	10,530	13.8	39	14.0								
	2	11.30-12.49AM	11.30							12,590	16.5	7,860	10.3	31			
			11.45				14.1*	35*	14.2				11.1*	29*			
			12.00						13.9					11.2			
			12.15				14.0*	41*	14.1				10.3*	31*			
			12.30						13.4					10.0			
			12.45				13.1*	44*	12.6					9.1			
														8.5			
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		8.57- 8.59PM	8.45	14,420	18.9	13,430	17.6	25	17.6	10,990	14.4	10,150	13.3	20			
ABC ABC SUNDAY NIGHT MOVIE	1	9.00-11.28PM	+GRID 11.15	23,120	30.3	14,650	19.2	31									
							19.6*	39*	18.4								
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	16,250	21.3	16,250	21.3	31	21.3	15,490	20.3	15,490	20.3	30			
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	13,960	18.3	13,960	18.3	26	18.3	18,160	23.8	18,160	23.8	35			
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.32AM	+GRID	4,200	5.5	1,980	2.6	12									
	2	11.30- 1.10AM	+GRID							5,260	6.9	3,050	4.0	17			
			12.45				2.1*	11*	2.1				3.2*	18*			
			1.00						2.1					3.1			
														3.0			
CONT'D																	

CONT'D

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN MAR 10 1980

OTHER PROGRAMS

				WEEK 1					WEEK 2											
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
EVENING SUNDAY-CONT'D																				
NBC NBC LATE NIGHT MOVIE-CONT'D				1.15				2.2*	16*	2.3										
				1.30					2.1											
EVENING MONDAY-FRIDAY																				
ABC ABC NEWSBRIEF-M-F				>	8.45	13,890	18.2	13,960	18.3	28	12.2	M-F	13,200	17.3	13,200	17.3	27	16.6	M-F	
					9.45					19.4	M-TH					17.8	MTUTH			
ABC '80 VOTE 11.30PM-TUE(S)				1 11.30-12.16AM	11.30	8,470	11.1	5,570	7.3	24	8.6	TUE.								
				2 11.30-12.15AM	11.30								9,380	12.3	6,790	8.9	29	10.5	TUE.	
					11.45				7.9*	24*	7.2	TUE.				9.5*	29*	8.5	TUE.	
					12.00						6.4	TUE.						7.7	TUE.	
					12.15						5.3	TUE.								
ABC ABC SPEC REPORT:IRAN-FRI(S)				1 11.30-11.45PM	11.30	5,260	6.9	4,960	6.5	14	6.5	FRI.								
				2 11.30-11.46PM	11.30								7,780	10.2	7,400	9.7	24	9.8	FRI.	
					11.45												9.2	FRI.		
ABC ABC SPEC REPORT:IRAN-MON(S)					11.30-11.45PM	11.30	6,330	8.3	6,030	7.9	25	7.9	MON.							
ABC ABC SPEC REPORT:IRAN-THU(S)					11.30-11.45PM	11.30	6,940	9.1	6,640	8.7	24	8.7	THU.					9.7	MON.	
ABC ABC SPEC REPORT:IRAN-WED(S)				1 11.30-11.46PM	11.30	6,560	8.6	6,180	8.1	24	8.1	WED.						8.5	THU.	
				2 11.30-11.45PM	11.30								7,170	9.4	6,870	9.0	28	9.0	WED.	
					11.45						8.0	WED.								
ABC BARNEY MILLER-11.30					11.45-12.21AM	11.45	4,810	6.3	3,820	5.0	20	5.5	MON.					6.6	MON.	
													6,100	8.0	4,650	6.1	23			
					12.00						4.8	MON.								
					12.15				4.6*	20*	4.1	MON.				5.8*	23*	6.1	MON.	
ABC CARTER PRESS CONF-ABC(SUS)				1 11.45-12.19AM	11.45													5.1	MON.	
ABC LOVE BOAT-11.30				1 11.46-12.54AM	11.45	6,330	8.3	4,500	5.9	26	5.9	FRI.								
				2 11.45-12.53AM	11.45								6,710	8.8	4,730	6.2	26	6.9	WED.	
					12.00						6.1	WED.					6.6	WED.		
					12.15				6.1*	26*	6.1	WED.				6.4*	25*	6.1	WED.	
					12.30						5.9	WED.					5.6	WED.		
					12.45				5.7*	30*	5.3	WED.				5.4*	28*	5.1	WED.	
ABC POLICE WOMAN					11.45-12.54AM	11.45	5,260	6.9	3,590	4.7	19	5.2	THU.	4,880	6.4	3,200	4.2	17	4.2	THU.
					12.00						4.7	THU.						4.2	THU.	
					12.15				4.6*	19*	4.5	THU.				4.2*	17*	4.2	THU.	
					12.30						4.6	THU.						4.2	THU.	
					12.45				4.5*	22*	4.5	THU.				4.1*	20*	4.2	THU.	
ABC REPUBLICAN REPLY(SUS)				2 11.46-12.16AM	11.45													3.9	THU.	
ABC CHARLIE'S ANGELS-11.30				1 12.19- 1.29AM	12.15	4,350	5.7	2,670	3.5	14	3.2	FRI.							FRI.	
				2 12.16- 1.25AM	12.15								5,650	7.4	3,890	5.1	21	5.0	FRI.	
					12.30						3.6	FRI.					5.3	FRI.		
					12.45						3.5	FRI.				5.3*	21*	5.3	FRI.	
					1.00						3.5	FRI.						5.2	FRI.	
					1.15				3.4*	17*	3.3	FRI.				4.9*	25*	4.3	FRI.	
ABC POLICE STORY				1 12.21 1.50AM	12.15	4,200	5.5	2,440	3.2	21	3.9	MON.								
				2 12.21- 1.49AM	12.15								3,970	5.2	2,750	3.6	22	4.0	MON.	
					12.30						3.6	MON.						3.8	MON.	
					12.45				3.4*	19*	3.2	MON.				3.8*	21*	3.7	MON.	
					1.00						3.0	MON.						3.4	MON.	
					1.15				3.1*	23*	3.2	MON.				3.5*	24*	3.5	MON.	
CONT'D																				

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U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D				1.30					2.8	MON.						3.4	MON.
ABC POLICE STORY-CONT'D				1.45					2.7	MON.						3.2	MON.
ABC TUESDAY MOVIE-WEEK-PART 1	1	12.16- 1.27AM	12.15	4,040	5.3	2,750	3.6	21	3.9	TUE.	3,660	4.8	2,140	2.8	15	3.9	TUE.
			12.15														
			12.30														
			12.45														
			1.00														
ABC BARETTA-THU.	1	12.54- 1.44AM	12.45	3,130	4.1	2,370	3.1	22	3.3	THU.	2,590	3.4	1,980	2.6	18	2.8	THU.
			12.45														
			1.00														
			1.15														
			1.30														
ABC BARETTA-WED.	1	12.54- 1.45AM	12.45	3,740	4.9	2,900	3.8	29	4.1	WED.	3,660	4.8	2,980	3.9	27	4.0	WED.
			12.45														
			1.00														
			1.15														
			1.30														
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.27- 1.46AM	1.15	2,140	2.8	2,140	2.8	26	2.7	TUE.	1,530	2.0	1,450	1.9	15	2.0	TUE.
			1.15														
			1.30														
			1.45														
			1.15														
CBS NEWSBREAK-M-F	>	11.30-12.02AM	11.30	11,830	15.5	10,990	14.4	22	15.3	M-F	12,280	16.1	11,290	14.8	22	15.8	M-F
			11.30														
			11.45														
			12.00														
			12.15														
CBS CAMPAIGN '80-TUE(S)	2	11.30-12.05AM	11.30	7,250	9.5	5,490	7.2	23	7.8	TUE.	7,480	9.8	6,180	8.1	26	8.7	TUE.
			11.45														
			12.00														
			12.15														
			12.30														
CBS LATE MOVIE I	1	>	11.30	6,490	8.5	4,500	5.9	25	7.6	M-F	7,630	10.0	5,340	7.0	28	7.8	M-TH
			11.45														
			12.00														
			12.15														
			12.30														
CBS NBA ON CBS(S)	2	11.30- 1.45AM	11.30	8,240	10.8	3,200	4.2	16	7.6	FRI.	8,240	10.8	3,200	4.2	16	7.6	FRI.
			11.45														
			12.00														
			12.15														
			12.30														
CBS YOUR TURN:LTRS-CBS NEWS(S)	1	11.30-12.00MD	11.30	6,560	8.6	4,960	6.5	21	7.1	WED.	6,560	8.6	4,960	6.5	21	7.1	WED.
			11.45														
			12.00														
			12.15														
			12.30														

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2																											
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS																						
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %																					
EVENING MONDAY-FRIDAY-CONT'D																																							
CBS LATE MOVIE II	1	>	12.30	3,510	4.6	2,820	3.7	26	5.5	M-F	4,200	5.5	3,360	4.4	30	5.0	M-TH																						
	2	>	+GRID															13,350	17.5	13,350	17.5	27	17.5	M-F	13,200	17.3	13,200	17.3	26	17.3	M-F								
			12.45																													5.8	M & TH						
			1.00																															4.1	M-F				
			1.15																																	3.9*	28*		
			1.30																																			3.5	M-F
			1.45																																				
		2.00	2.4	TUWF																																			
					2.3	FRI.																																	
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	13,350			17.5	13,350	17.5	27	17.5	M-F	13,200	17.3	13,200	17.3	26	17.3	M-F																				
NBC DECISION '80-FLORIDA(S)	1	11.30-12.05AM	11.30	7,630	10.0	5,570	7.3	23	8.6	TUE.	7,020	9.2	5,420	7.1	22	7.9	TUE.																						
			11.45															7.6*	23*	6.6	TUE.	6.8	TUE.																
			12.00																					6.0	TUE.	5.9	TUE.												
NBC DECISION '80-ILLINOIS(S)	2	11.30-12.05AM	11.30	8,850	11.6	7,630	10.0	31	10.3	WED.	9,380	12.3	5,650	7.4	28	9.1	M-F																						
			11.45															9.3	WED.	8.8	M-F	9.3*	28*	9.1	M-F														
			12.00																							8.1*	25*	7.7	MWTH										
NBC NBC NEWS SPECIAL REPORT(S)	1	11.30-11.51PM	11.30	8,550	11.2	4,960	6.5	27	8.8	M-F	9,380	12.3	5,650	7.4	28	9.1	M-F																						
NBC TONIGHT SHOW	1	>	11.30	8,550	11.2	4,960	6.5	27	8.8	M-F	9,380	12.3	5,650	7.4	28	9.1	M-F																						
	2	>	+GRID															8.1*	25*	7.7	MWTH																		
			11.45														MWTHF																						
NBC MIDNIGHT SPECIAL			12.00																																				
			12.15															6.9*	27*	7.1	M-F																		
			12.30																			6.8	M-F																
			12.45																					6.0	M-F														
			1.00																							5.2	M-F												
			1.15																									4.6	TUWF										
			1.30																											4.8	TUWF								
NBC MIDNIGHT SPECIAL	2	1.00- 2.30AM	1.00	5,880	7.7	3,050	4.0	26	4.6	FRI.	5,880	7.7	3,050	4.0	26	4.6	FRI.																						
			1.15															4.4*	23*	4.1	FRI.																		
			1.30																			4.3	FRI.																
			1.45																					4.2*	27*	4.1	FRI.												
			2.00																									3.8	FRI.										
			2.15																											3.5*	30*	3.3	FRI.						
NBC TOMORROW SHOW	1	>	1.00	2,750	3.6	2,060	2.7	23	3.5	M-TH	2,820	3.7	2,060	2.7	21	2.8	M-TH																						
	2	>	+GRID															3.2*	23*	3.0	MWTH																		
			1.15																			2.6	M-TH																
			1.30																					2.6	M-TH														
			1.45																							2.4	TU & W												
			2.00																									2.3	TU & W										
			2.15																																				
NBC MIDNIGHT SPECIAL	1	1.34- 3.04AM	1.30	3,890	5.1	2,140	2.8	22	3.9	FRI.																													
			1.45															3.9*	25*	3.8	FRI.																		
			2.00																			3.3	FRI.																
			2.15																					2.4	FRI.														
			2.30																							2.1	FRI.												
			2.45																									1.9	FRI.										
			3.00																											1.7	FRI.								

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY																	
ABC FYI-12.58-MON-FRI(SUS)		12.58-12.59PM	12.45							M-F						M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,550	9.9	7,170	9.4	31	9.4	M-F	8,090	10.6	7,780	10.2	34	10.2	M-F
ABC FYI-2.58-MON-FRI(SUS)		2.58- 2.59PM	2.45							M-F						M-F	
ABC FYI-3.58-MON-FRI(SUS)		3.58- 3.59PM	3.45							M-F						M-F	
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								9,000	11.8	6,030	7.9	22	7.3	WED.
			4.45											7.4*	22*	7.5	WED.
			5.00													8.1	WED.
			5.15											8.4*	23*	8.7	WED.
ABC CARTER ADDRESS-ABC(SUS)	1	4.30- 5.02PM	4.30							FRI.							
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUNRISE SEMESTER-MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,660	4.8	3,130	4.1	19	4.1	M-F	3,280	4.3	2,820	3.7	18	3.7	M-F
CBS CARTER ADDRESS-CBS(SUS)	1	4.30- 5.02PM	4.30							FRI.							
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F
NBC CARTER ADDRESS-NBC(SUS)	1	4.30- 5.01PM	4.30							FRI.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	4,880	6.4	4,580	6.0	29	6.0		5,570	7.3	5,110	6.7	30	6.7	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,200	5.5	3,820	5.0	20	5.0		5,190	6.8	4,650	6.1	23	6.1	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	5,800	7.6	5,570	7.3	30	7.3		5,570	7.3	5,260	6.9	25	6.9	
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	4,650	6.1	4,500	5.9	24	5.9		5,040	6.6	4,580	6.0	21	6.0	
CBS SUNRISE SEMESTER-SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,510	4.6	3,510	4.6	25	4.6		3,820	5.0	3,590	4.7	25	4.7	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,650	6.1	4,270	5.6	26	5.6		5,340	7.0	5,190	6.8	30	6.8	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,710	8.8	6,490	8.5	35	8.5		7,630	10.0	7,480	9.8	38	9.8	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	8,090	10.6	7,780	10.2	41	10.4		7,780	10.2	7,400	9.7	36	9.9	
			10.00						10.0							9.7	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,490	8.5	6,260	8.2	31	8.2		6,710	8.8	6,410	8.4	30	8.4	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,260	8.2	5,570	7.3	29	7.3		7,250	9.5	6,560	8.6	31	8.6	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,880	7.7	5,040	6.6	26	6.6		7,400	9.7	6,710	8.8	31	8.8	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,650	6.1	4,500	5.9	23	5.9		4,810	6.3	4,650	6.1	22	6.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,040	6.6	4,650	6.1	23	6.1		5,570	7.3	5,340	7.0	25	7.0	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,730	6.2	4,500	5.9	20	5.9		5,880	7.7	5,340	7.0	23	7.0	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	4,500	5.9	4,270	5.6	27	5.6		4,200	5.5	3,970	5.2	23	5.2	
NBC TIME OUT-9:45AM		9.45- 9.47AM	9.45	5,800	7.6	5,650	7.4	29	7.4		6,330	8.3	6,260	8.2	32	8.2	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,650	6.1	4,430	5.8	23	5.8		5,260	6.9	4,960	6.5	24	6.5	
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	4,200	5.5	4,200	5.5	21	5.5		4,960	6.5	4,810	6.3	24	6.3	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	3,590	4.7	3,590	4.7	19	4.7		3,890	5.1	3,820	5.0	18	5.0	

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OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	3,360	4.4	3,130	4.1	17	4.1		3,130	4.1	2,980	3.9	14	3.9	
NBC NCAA CHAMP. SERIES-SAT-1(S)	2	1.15- 3.22PM	-GRID								13,280	17.4	7,320	9.6	31		
	1	1.45- 3.52PM	-GRID	12,510	16.4	6,640	8.7	30									
			3.15														
			3.45					9.4*	29*	9.6					11.3*	35*	10.8
NBC NCAA SEMI-FINAL SPECIAL(S)	2	3.22- 3.39PM	-GRID								8,770	11.5	8,090	10.6	32		
			3.30													10.6	
NBC NCAA CHAMP. SERIES-SAT-2(S)	2	3.39- 5.48PM	-GRID								15,180	19.9	9,460	12.4	33		
			5.45													10.7	
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,590	4.7	3,360	4.4	21	4.4		3,130	4.1	3,130	4.1	19	4.1	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	3,050	4.0	2,900	3.8	16	3.8		2,440	3.2	2,210	2.9	13	2.9	
ABC SPEC REPORT(SUS)	2	12.00-12.02PM	12.00														
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	990	1.3	760	1.0	8	1.0		1,140	1.5	1,070	1.4	12	1.4	
CBS IN THE NEWS- 8.56AM-SUN.	1	8.56- 8.59AM	8.45	1,220	1.6	1,070	1.4	9	1.4								
CBS NBA BASKETBALL GAME	1	2.00- 4.23PM	-GRID	7,710	10.1	2,750	3.6	11									
			4.15					4.8*	13*	4.9							
NBC NCAA CHAMP. SERIES-SUN-1(S)	1	1.00- 3.02PM	-GRID	12,130	15.9	6,030	7.9	26									
NBC NCAA CHAMP. SERIES-SUN-2(S)	1	3.02- 5.12PM	-GRID	13,810	18.1	6,940	9.1	25	8.4								
			5.00						10.8								